

71-542

# Caring CANADIANS Involved CANADIANS



Highlights from the 1997 National Survey  
of Giving, Volunteering and Participating

Canadian Centre  
for Philanthropy



Non-Profit Sector  
Research Initiative



Volunteer  
Canada



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**ERRATUM*****Caring Canadians, Involved Canadians: Highlights from the 1997 National Survey of Giving, Volunteering and Participating (NSGVP)***

Anomalies in the 1997 NSGVP data have been discovered and corrected. Consequently, the following sections of the *Caring Canadians, Involved Canadians* report have been modified.

**Footnote: Page 19**

Survey respondents were asked to provide information about the types of organizations to which they made donations. These organizations were classified into 12 categories according to the types of activities in which they engage. This classification system is described in Appendix A.

**Page 33-36*****The organizations that volunteers support***

Volunteers were asked in how many organizations they had been active over the 12 months preceding the survey. More than half of them (57%) reported volunteering for one organization only. One-quarter volunteered for two organizations and 11% were involved with three organizations. Only 12% volunteered for four or more organizations.

Volunteers contributed their time to diverse kinds of organizations.<sup>6</sup> However, Figure 2.7 shows that six types of organizations accounted for the bulk of all volunteer events<sup>7</sup> (79%) and the bulk of the total distribution of volunteer hours (81%). These included social service organizations (20% of all events, 21% of total hours), education and youth organizations (14% of all events and 13% of total hours), other recreation and social clubs (which includes service clubs: 7% of all events and 9% of total hours), religious organizations (14% of all events, 18% of total hours), health organizations (12% of all events, 9% of total hours), and sports organizations (11% of all events, 12% of total hours).

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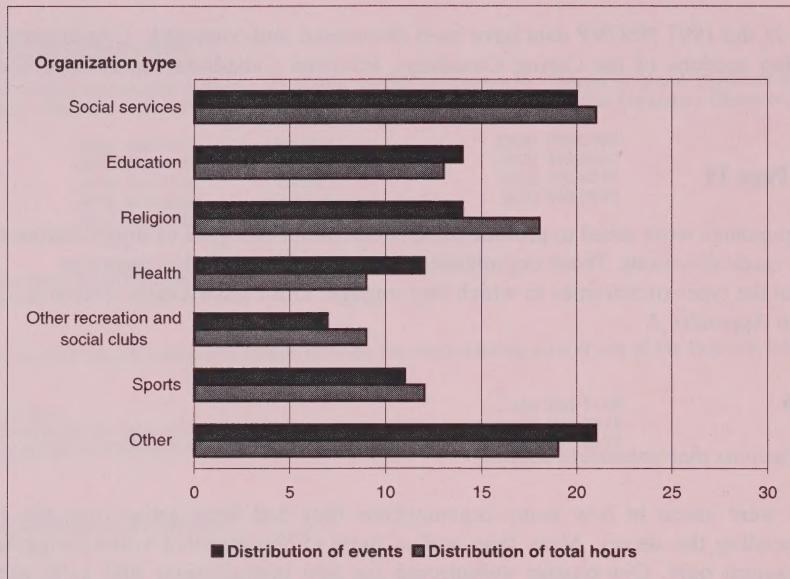
6. Survey respondents were asked to provide information about the type of organizations for which they volunteered. These organizations were classified into 12 categories according to the types of activities in which they engage. The classification system is described in Appendix A.

7. In this report, each organization reported by an individual constitutes one "volunteer event." A volunteer event represents an involvement with an organization. It does not take into account the number of different activities performed nor the frequency, timing or duration of volunteering in that organization.



**Figure 2.7**

Percent distribution of total volunteer events and total volunteer hours by type of organization, Canadian volunteers aged 15 and over, 1997



### *Changes in organization support over time*

Has there been any change over the past 10 years in the organizations people volunteer for? To answer this question organizations were reclassified according to slightly different categories from those presented above; this permits comparisons with the results from the 1987 VAS.

The number of volunteer events increased across almost all categories of organizations, with the exception of multidomain<sup>8</sup> organizations (Figure 2.8). The largest increase was observed in environment and wildlife organizations: In 1987 volunteers actively participated in approximately 161,000 volunteer events and this increased by 127% to 366,000 volunteer events in 1997. It should be noted that the number of events does not take into account the number of different activities performed nor the frequency, timing or duration of volunteering in the organization. High increases in volunteer events also occurred for education and youth organizations (a 62% increase from 1987), arts and culture organizations (89%) and health organizations (71%). Conversely, the number of volunteer events provided to multicultural organizations decreased slightly over 10 years:

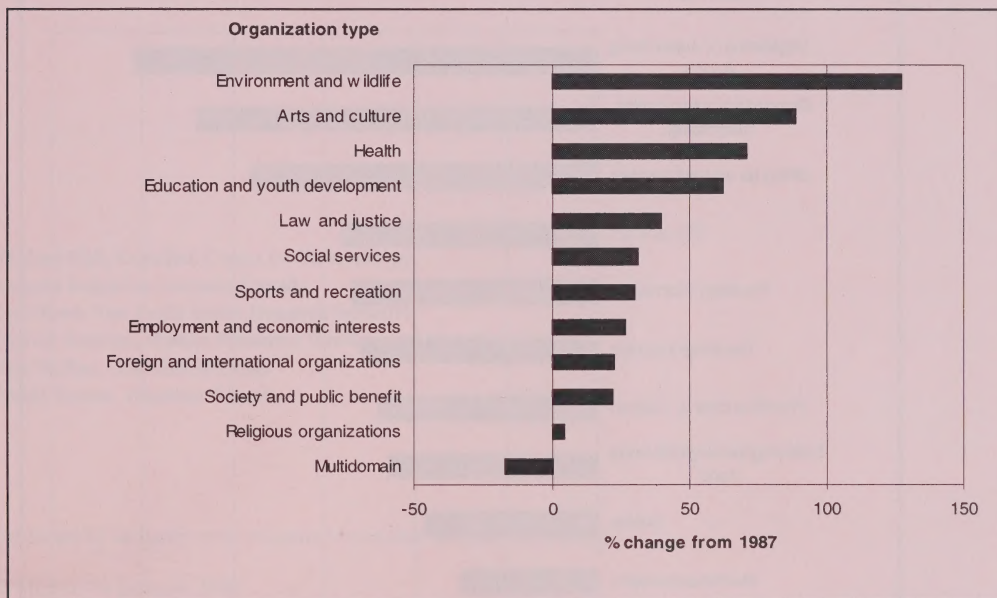
8. Multidomain organizations provide a wide range of services spanning many different kinds of goals and functions. Included in this category are Service Clubs (i.e., Kiwanis, Lions and Elks) and other multi-service organizations such as the Red Cross, the Salvation Army and the YM/YWCA.

In 1987 volunteers actively participated in approximately 805,000 volunteer events and this decreased by 17% to 666,000 events in 1997.

A better understanding of the reasons for these changes will require further analysis, since they may be the result of shifts in the way voluntary organizations are defined, or of growth in the number of organizations that have broader mandates than they did in 1987.

### Figure 2.8

Percentage change in number of volunteer events from 1987 to 1997 by type of organization, Canadian volunteers aged 15 and over



### *What volunteers do*

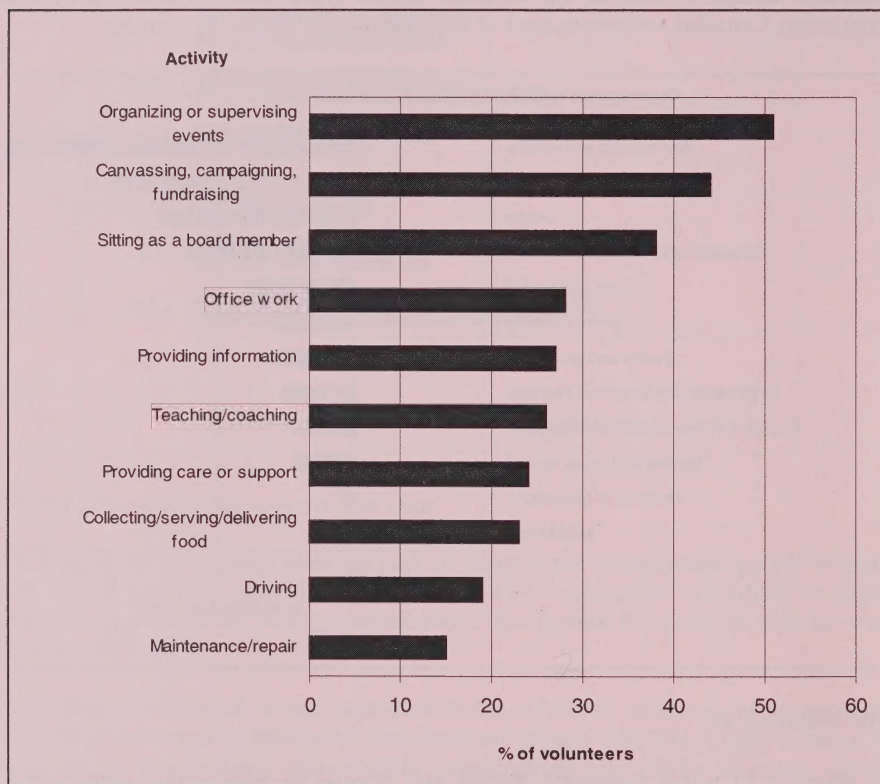
The activities in which volunteers engage may benefit an organization directly (e.g., sitting as a board member), may help other people, or may benefit society at large (e.g., improving the environment). Regardless of the focus, the range of activities performed by volunteers is diverse. However, some activities are more commonly performed, as shown in Figure 2.9. Half of all volunteers reported that they helped to organize or supervise activities or events for an organization. Other common activities were canvassing, campaigning or fundraising (reported by 44% of volunteers) and serving as an unpaid member of a board or committee (38%). Consulting, executive, office or administrative work was carried out by 28% of volunteers. Between 19% and 27% of volunteers reported providing information or helping to educate, influence public opinion or lobby others on behalf of an organization; teaching or coaching for an organization; providing



care or support as a volunteer through an organization; collecting, serving or delivering food and doing volunteer driving on behalf of an organization.

**Figure 2.9**

Activities in which volunteers engage, Canadian volunteers aged 15 and over, 1997



### Youth Volunteers (page 40)

What causes do Canadian youths support?

- education and youth organizations (which account for 25% of youth volunteer activities and 29% of youth volunteer time)
- social service organizations (accounting for 22% of youth volunteer activities and 20% of volunteer time)
- religious organizations (11% of volunteer activities and 14% of volunteer time).

# **Caring Canadians, Involved Canadians: Highlights from the 1997 National Survey of Giving, Volunteering and Participating**

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## NOTE OF APPRECIATION

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Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.



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## FOREWORD

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During a three-week period in late November and early December of 1997, the National Survey of Giving, Volunteering and Participating (NSGVP) was carried out by Statistics Canada as a supplement to the Labour Force Survey. This survey was the result of collaboration between seven organizations who, in 1996, formed a partnership to design, test and administer the survey. The partnership comprised the Canadian Centre for Philanthropy, Canadian Heritage, Health Canada, Human Resources Development Canada, the Kahanoff Foundation's Non-Profit Sector Research Initiative, Statistics Canada and Volunteer Canada.

The purpose of the NSGVP was to ask Canadians 15 years of age and over about the ways in which they support one another and their communities through their involvement in giving, volunteering and participating. This survey is a first for Canada and given the scale of the survey, it is one of the first times internationally that volunteering, giving and civic participation have been looked at in such a large and integrated fashion.

Aside from the National Survey of Volunteer Activity in 1987, and a handful of small studies on volunteering and/or giving, there has been a scarcity of statistical information about the behaviour of individuals within the non-profit realm. This

information is essential for several reasons. Without such strategic information, it is difficult for voluntary organizations to make the best use of their limited volunteer and donor resources. The information is also useful for governments and public institutions as they develop and manage social policies. Last but not least, this information is useful in providing Canadians with a richer understanding of their society.

It was in order to serve these purposes that a small number of individuals from national voluntary sector organizations began, in 1994, to promote the idea of a national survey. From these beginnings, a partnership of voluntary sector organizations and federal government departments was formed to conduct the survey. The 1997 survey builds on the 1987 work on volunteering and also includes questions on the donating and participating habits of Canadians. The resulting NSGVP data file contains a representative sample of 18,301 Canadians aged 15 and over, reflecting a 78.4% response rate.

The results from the survey allow this report to tell a fascinating story about who Canada's volunteers, charitable donors and civic participators are and the ways in which they contribute to our society. It is a story that provides valuable insights into a previously unknown part of Canadian life and its telling is long overdue.





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# INTRODUCTION

In typical Canadian fashion, we hardly ever talk about it. It receives little attention around the dinner table, at the office, in news reports or from academics. It often goes unobserved, let alone measured. It is seldom considered and rarely applauded. But it is something that many Canadians regularly practise. Canadians are widely involved in their society, whether through giving and volunteering in structured ways or by providing support to individuals and communities on their own. This involvement has been, until now, a relatively unknown part of our society. Despite its low visibility it is one of the ways we enrich our society and is a key ingredient in our national character.

The involvement of Canadians is demonstrated in a number of ways. There are random acts of kindness to friends, neighbours or strangers; there are donations made to places of worship, charities and community organizations; there are hours spent helping voluntary organizations; there are skills used to support national and global causes; and there are the many ways in which Canadians participate in their local community and civic activities. Some of this involvement is carried out through the tens of thousands of voluntary groups active in rural communities, towns and cities across Canada. An equally important part is self-generated, undertaken by Canadians on their own, outside the structures of voluntary groups, charitable tax receipts or public recognition.

This overview provides highlights from the National Survey of Giving, Volunteering and Participating (NSGVP), which was undertaken to better understand how Canadians support individuals and communities on their own or through their involvement with charitable and non-profit organizations.

How can such a survey improve our knowledge about these activities? There are several ways, as the results from the 1987 National Volunteer Activity Survey (VAS) illustrate. Information from the 1987 VAS laid to rest the stereotype that the majority of volunteers are women outside of the workforce.

Instead, it revealed, the majority of volunteers are employed, and this knowledge helped groups change their practices in recruiting and retaining employed persons. The survey also identified a number of groups that had been under-represented as volunteers. This generated a number of new targets for recruitment such as youth, seniors and those not in the labour force. The 1987 survey, then, provided strategic intelligence for the voluntary sector. The results of the 1997 NSGVP are anticipated to have an even greater impact. In addition to new information on volunteering, this survey has collected, for the first time, data on giving and participatory behaviours.

For this survey, thousands of Canadians aged 15 and over were asked how they

- gave money and other resources to individuals and to organizations
- volunteered time to help others and to enhance their communities
- participated in the practices of active citizenship.

The results are impressive. Canadians are actively involved in supporting one another and their communities.

It should be noted here that all of the behaviours measured in this survey rely on a complex set of factors and that drawing conclusions about variations, without a deeper understanding of those factors, may lead to inappropriate comparisons. Some of these variations can be explained by external factors, which have a direct effect on the inclination of people to give, volunteer or participate. For example, the volunteering rate for youth will be higher in some provinces because those provinces offer credit courses for “volunteering activities.” Similarly, some provinces have a history of strong government funding in one area of activity—education, for example—that may cause the donations from individuals in this area to be lower than in other provinces. This overview, given its limited scope, presents the highlights of the data without offering

detailed explanations as to why some differences may appear. That work has been left for future in-depth research.

One of the major findings from this survey is that there is a strong connection between one form of involvement and the others. As the following summary of main finding will show, there are numerous interconnected threads that reveal how our social fabric has been woven.

## SUMMARY OF MAIN FINDINGS

### GIVING TO ORGANIZATIONS

Approximately 21 million Canadians—88% of the population aged 15 and over—made donations, either financial or in-kind, to charitable and non-profit organizations between November 1, 1996 and October 31, 1997. These charitable donations took several forms: 78% of the population aged 15 and over (18.6 million) made direct financial donations either in response to, or by approaching, an organization; 36% supported charitable and non-profit organizations by depositing spare change in cash boxes usually located beside a cash register at store check-outs; and 3% reported leaving a bequest to a charitable, religious or spiritual organization. In-kind donations were also common: 63% donated clothing or household goods and 52% donated food to a charitable organization such as a food bank.

Direct financial support to charitable and non-profit organizations totalled an estimated \$4.51 billion between November 1, 1996 and October 31, 1997. Most of this financial support—\$4.44 billion (98%)—took the form of direct financial donations given either in response to requests from organizations or by donors approaching organizations on their own initiative. The remaining amount—\$74.8 million—resulted from deposits of spare change in cash boxes.

On average, donors who made financial donations (excluding deposits of spare change) gave \$239 in the 12-month period covered by the survey. A small proportion of donors accounted for the majority of donations: one-third of donors, who gave \$150 or more during the year, accounted for 86% of total donations. Clearly the concentration of this financial support comes from a disproportionately small group of individuals who have both the means and the motivation to make a financial donation.

A caution should be given against drawing hasty conclusions from general results of this survey. The concentration of donations appears to suggest that the majority of charitable giving comes from a limited proportion of all donors. In terms of the dollar amount, that may be true, but the other two-thirds of donors also play an important role. The point to be made is that smaller donations count, and clearly represent expressions of support for the many varied activities of non-profit organizations.

### VOLUNTEERING THROUGH AN ORGANIZATION

The 1987 Volunteer Activity Survey (VAS) in Canada showed that 5.3 million Canadians, or 26.8% of the population aged 15 and over, were volunteers (defined as people who gave their time freely to a voluntary organization during the 12-month reference period). Since 1987, a few limited surveys and anecdotal information suggested that both the number and percentage of Canadian volunteers had increased, but there was no firm evidence. The NSGVP has now given us that evidence.

Some 7.5 million Canadians, or 31.4% of the population aged 15 and over, indicated that they volunteered to help non-profit organizations between November 1, 1996 and October 31, 1997. This represents an increase of 40% in the total number of volunteers since 1987 which is double the increase of 20% in the Canadian population (aged 15 and over) over the same time period.

The average volunteer contributed 149 hours over the year in 1997, down from 191 hours recorded in the 1987 VAS. While more Canadians gave of their time, that time was more constrained. Almost three-quarters of volunteers stated that the reason they didn't volunteer more was lack of time. Demands on people's time, whether because of work, child care responsibilities, or other factors, obviously had an impact on the total hours people volunteered.

Since the number of volunteers increased, the total number of hours volunteered also increased. The 1987 VAS reported that Canadians had volunteered 1.02 billion hours of their time to voluntary organizations; in 1997, this figure increased to 1.11 billion hours. This also amounts to a 9% increase in total hours volunteered since 1987.



It should be noted here that the 31.4% figure represents volunteering only between November 1, 1996 and October 31, 1997. It does not include those people who earlier in their lives had been volunteers but who, for various reasons, were not volunteers during the 12-month reference period. This break from past activity could be because they were not as able to contribute due to age or increased commitments, or they were taking a break from volunteering, or they were providing extensive care for a family member or friend. The point is that, as a snapshot, the survey only measured involvement over a defined period of time.

The survey also found that volunteering was not evenly distributed throughout the population. The top third of volunteers, for example, contributed 128 or more hours of their time throughout the year and accounted for 81% of the overall total hours. With a national average of 149 hours, we can see that even within the top third of volunteers a yet smaller group must have contributed substantially more time, in order to bring the average up to 149 hours. This was, in fact, the case: 22% of volunteers contributed over 200 hours a year.

## OTHER FORMS OF SUPPORT

Many Canadians, have a preference for supporting individuals directly rather than through the intermediate step of approaching an organization. The NSGVP also measured these other forms of generosity.

The NSGVP found that 16.7 million Canadians, representing 71% of the population aged 15 and over, provided help directly to individuals outside their household. In other words, more than seven of every ten Canadians engage in helping and supporting on their own without going through an organization. This figure is up four percent from the 1987 VAS finding. These individuals reported a total of 62.5 million different acts of caring such as taking care of a child, visiting the elderly or shovelling a walkway.

In addition to the number of ways in which Canadians give to organizations, the NSGVP also asked people about donating money directly to individuals rather than through an organization. Forty-one percent of Canadians aged 15 and over indicated that they gave directly to relatives who did not live with them, to homeless or street people, or to others, throughout the reference period.

## CIVIC PARTICIPATION

The third component of the NSGVP asked questions about other forms of involvement in society. The survey asked respondents a series of questions about their membership in local associations and organizations, their attendance at meetings, voting in elections, and how they stayed informed about news and public affairs.

Close to one-half of Canadians (49.5% totalling 12 million aged 15 and over) reported that they were members of, or participants in, community organizations (e.g., community associations, service clubs, unions etc.).

## PATTERNS OF SUPPORT AND LINKAGES

As has been outlined, the majority of Canadians support each other and their communities by donating their money, giving their time or in other ways exercising their responsibilities as citizens. Nevertheless, there are pockets of concentrated giving, volunteering and participating among identifiable groups of Canadians. In addition, Canadians who engage in any of these behaviours are more likely than others to engage in all of these behaviours. For example, volunteers are more likely than non-volunteers to make charitable donations, help others directly and to be active civic participants.

The following sections of this report explore the results of the NSGVP and set out, in numbers and trends, how Canadians are involved in their society.



# CHAPTER 1

## CHARITABLE GIVING

Charitable giving serves an essential purpose in Canadian society. It improves the quality of life of the beneficiaries of charitable donations, it provides a vehicle through which individuals can express their ideals and values, and it enables many charitable and non-profit organizations to provide the services that are so important to the well-being of individuals and their communities. The charitable gifts and donations made by Canadians take such forms as financial contributions and donations of food, clothing, and household goods. Canadians also provide support to charitable and nonprofit organizations by purchasing products that they sell and by participating in charitable gaming activities.

The National Survey of Giving, Volunteering and Participating (NSGVP) collected information about the contributions that individuals made to charitable and non-profit organizations throughout the 12 months prior to the survey (i.e., between November 1, 1996 and October 31, 1997). This chapter will describe these contributions, focusing principally on financial donations—gifts of money to charitable and non-profit organizations. It highlights the amount of financial donations; the characteristics of donors, including

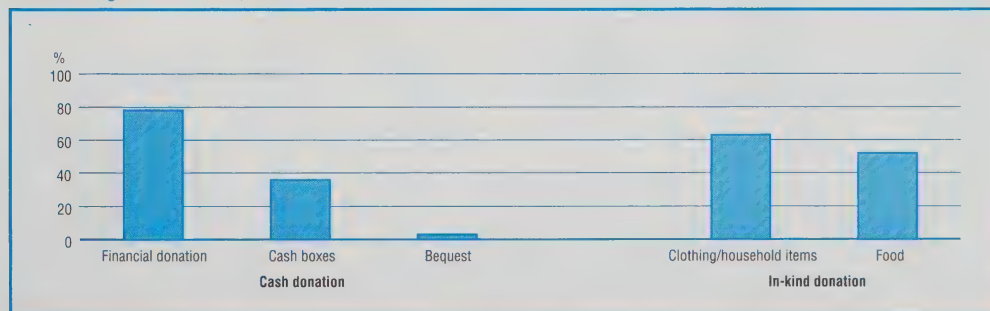
personal and social characteristics, geographic variations and the role of religion; the organizations that Canadians support; how financial donations are made; and the reasons for making or not making financial donations.

### THE SUPPORT THAT CANADIANS PROVIDE

Approximately 21 million Canadians—88% of the population aged 15 and over—made donations, either financial or in-kind, to charitable and non-profit organizations between November 1, 1996 and October 31, 1997. These charitable donations took several forms (Figure 1.1): 78% (18.6 million) made direct financial donations either in response to, or by approaching, an organization; 36% supported charitable and non-profit organizations by depositing spare change in cash boxes usually located beside a cash register at store check-outs; and 3% reported leaving a bequest to a charitable, religious or spiritual organization. In-kind donations were also common: 63% donated clothing or household items and 52% donated food to a charitable organization such as a food bank.

FIGURE 1.1

Percentage of individuals who made donations to charitable and non-profit organizations, by type of donation, Canadians aged 15 and older, 1997





Direct financial support to charitable and non-profit organizations totalled an estimated \$4.51 billion between November 1, 1996 and October 31, 1997. The lion's share of this financial support—\$4.44 billion (98%)—took the form of direct financial donations

given either in response to requests from organizations or by donors approaching organizations on their own initiative. The remaining amount—\$74.8 million—resulted from deposits of spare change in cash boxes.

## OTHER WAYS OF FINANCIALLY SUPPORTING CHARITABLE AND NON-PROFIT ORGANIZATIONS

Direct financial donations constitute an important means of support for charitable and non-profit organizations. However, Canadians also provide indirect financial support to these organizations. For example, between November 1, 1996 and October 31, 1997, 71% of Canadians aged 15 years and over purchased goods such as chocolate bars, apples, poppies, flowers or coupon books whose proceeds went to charitable or non-profit organizations; 44% purchased charity-sponsored raffle or lottery tickets (excluding government-sponsored lotteries such as Lotto 6/49); and 7% supported organizations through gaming in charity-sponsored bingos or casinos (Figure 1.2).

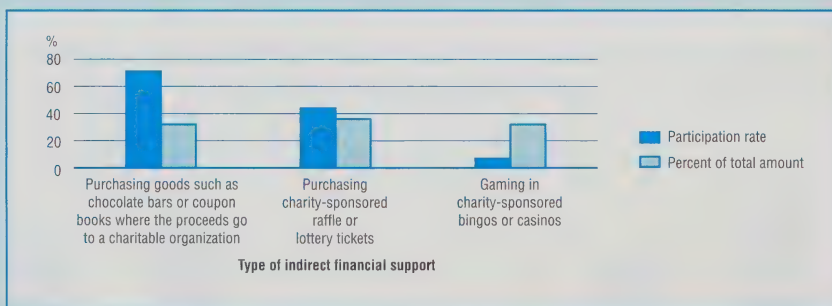
The amount of such less direct support is significant. Between November 1, 1996 and October 31, 1997 it added up to approximately \$1.28 billion dollars: \$410 million resulted from purchases of goods, \$409 million resulted from charitable gaming and \$463 million resulted from purchases of charity-sponsored raffle or lottery tickets. This type of support is an important source of revenue for many charitable organizations. For example, according to a 1995 Canadian Centre for Philanthropy survey,<sup>1</sup> 44% of non-religious, non-private foundation charities rely on charitable gaming revenues.

When a person participates in this type of financial support, only a portion of the purchase price constitutes a contribution because of the costs involved in producing the purchased good. This means that only some (unknown) proportion of the \$1.28 billion in non-direct financial expenditures on "charitable purchases" can be considered charitable donations. Consequently, the total effective financial support to charitable and non-profit organizations is estimated at some amount greater than \$4.51 billion but less than \$5.79 billion (\$4.51 billion through direct financial giving plus \$1.28 billion through indirect financial giving).

FIGURE 1.2

Participation in and distribution of indirect financial support to charitable and non-profit organizations through purchases, Canadian population aged 15 and over, 1997

(Total = \$1.28 billion)



1. See Hall M.H. 1996. Charitable Fundraising in Canada. Toronto: Canadian Centre for Philanthropy, 1996.

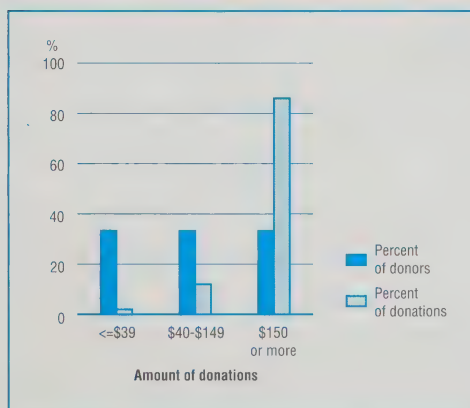
The analysis presented in the remainder of this chapter will focus on direct financial donations (excluding deposits of spare change) and the donors who make them. As noted already, 78% of Canadians made such donations, resulting in an annual total of \$4.44 billion dollars. On average, these donors gave \$239 in the 12-month period covered by the survey. However, citing the average donation does not fully reveal the pattern of financial donations. This is because there is a wide range in the value of financial donations, with a large proportion of donors contributing relatively small amounts and a small proportion of donors contributing relatively large amounts.

One revealing way of examining the distribution of individuals' total financial donations is to group donors based on their total yearly contributions. In this report, donors are grouped into three equal-sized categories based on the total amount of donations throughout the year. One third of Canadian donors made yearly contributions totaling \$39 or less, a second third of donors made yearly contributions between \$40 and \$149, and another third of donors contributed \$150 or more.

As noted, a small proportion of donors account for a markedly disproportionate part of all financial donations (Figure 1.3): The third of donors who made the largest financial donations (\$150 or more) accounted for 86% of the total value of financial donations. The remaining two-thirds of donors, who made yearly contributions of less than \$150, accounted for the remaining 14% of all financial donations.

FIGURE 1.3

**Distribution of all financial donations by size of annual donation, Canadian donors aged 15 and over, 1997**



## A PROFILE OF CANADIAN DONORS

### PERSONAL AND ECONOMIC CHARACTERISTICS

The incidence of charitable giving (that is, the number of individuals who make financial donations as a proportion of all individuals) varies across sub-groups of Canada's population, as does the amount of giving. Acts of charitable giving result from a combination of such factors as financial capacity to give, values and attitudes to giving, and opportunities to give.

Table 1.1 shows that the percentage of Canadians who make donations to charitable and non-profit organizations generally increases with age. Close to 60% of Canadians in the 15–24 year age group were donors. This increased to 78% for those between the ages of 25 and 34, was relatively stable at 83%–84% for those between the ages of 35–44, 45–54 and 55–64, and dropped slightly to 80% for those aged 65 and over. The value of donations made by donors also increased with age, ranging from an average yearly contribution of \$79 for those aged 15–24 to \$328 for those aged 65 and over.

Women were only slightly more likely to be donors than men (Table 1.1): 81% of females compared with 75% of males. This can be framed differently: 53% of donors were females (who constitute 51% of the population aged 15 and over) and 47% of donors were males (who constitute 49% of the population aged 15 and over). The value of donations made by individual donors was similar for males (\$243 on average) and females (\$236 on average).

Married Canadians (including those in common-law unions) had a higher likelihood of being donors (85%) than those who were single (63%), separated or divorced (73%), or widowed (76%). However, donors who were widowed tended to give larger donations during the year (\$302 on average) than those who were married (\$261), separated or divorced (\$200), or single (\$162).

Employed individuals were more likely to be donors (83%) than unemployed individuals (64%) and those not in the labour force<sup>2</sup> (72%). Employed

2. A person's labour force status can be employed (working), unemployed (looking for work), or not in the labour force (neither working nor looking for work). Refer to Appendix A for a full description.

individuals—especially those employed part time—also made, on average, higher donations (Table 1.1).

The likelihood of making financial donations increased with education, ranging from 68% for those with less than a high school education to 90% among those with a university degree (Table 1.1). The difference observed between education levels is also pronounced for the amount of individual donations: The average annual value ranged from \$156 among those with less than a high school education to \$473 among those with a university degree.

Level of education is related to level of income and the ability to make financial donations is evidently connected to the level of one's disposable income. So it is not unexpected that the likelihood of donating and of making higher donations increases with income level

(Table 1.1): 63% of those with a gross household income of less than \$20,000 were donors, and this increased to 90% for those with a gross household income of \$80,000 or more. Average annual donations for those with a gross household income of \$80,000 or more were at least twice as large as the average donations made by donors with incomes of less than \$60,000.

Although donors with higher incomes tend to make larger donations than do donors with lower incomes, they do not contribute a greater percentage of their pre-tax household income. When one's annual donation is expressed as a percentage of pre-tax household income, donors in lower household income categories gave a larger proportion of their income in financial donations than did those in higher income groups (Figure 1.4).

TABLE 1.1

### Donating rate, average and median amount of donations made by donors, Canadian population aged 15 and over, 1997

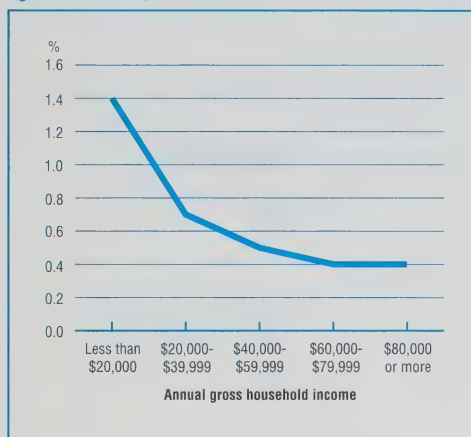
Characteristic	Donating rate (%)	Yearly amount	
		Average donation \$	Median <sup>1</sup> \$
<b>Total</b>	<b>78</b>	<b>239</b>	<b>76</b>
<b>Age</b>			
15-24	59	79	20
25-34	78	159	55
35-44	84	258	83
45-54	83	291	105
55-64	83	313	108
65 and over	80	328	140
<b>Sex</b>			
Male	75	243	73
Female	81	236	83
<b>Marital status</b>			
Married and common law	85	261	92
Single, never married	63	162	35
Separated, divorced	73	200	70
Widowed	76	302	121
<b>Education</b>			
Less than high school	68	156	50
High school diploma	76	198	75
Some postsecondary	78	177	60
Postsecondary diploma	84	240	82
University degree	90	473	168
<b>Labour force status</b>			
Employed	83	253	81
Full-time	84	242	65
Part-time	79	297	85
Unemployed	64	103	29
Not in the labour force	72	227	78
<b>Household income</b>			
Less than 20,000	63	134	40
20,000-39,999	77	182	60
40,000-59,999	81	221	80
60,000-79,999	86	255	91
80,000 or more	90	455	150

1. The median is the statistical "halfway point" of a distribution of values and provides another measure of how much the "typical" donor gives. In this case, half of all donors give less than the median value and half of all donors give more than the median value.



FIGURE 1.4

Percentage of household income spent on financial donations to charitable and non-profit organizations by level of household income, Canadian donors aged 15 and over, 1997



## PROVINCIAL VARIATIONS

Provincial variations in financial giving to non-profit and charitable organizations are substantial and reflect the diversity of Canadian's economic circumstances, social values and cultural conventions, living conditions, and social milieus.

Provincial variations exist in two forms: in the percentage of individuals in the population who make donations (the donating rate) and in the total annual value of donations made by donors (Table 1.2). Higher donating rates were observed in the Atlantic provinces (82%-84%) and in Saskatchewan (83%). However, donors in the Atlantic provinces also tend to make smaller donations compared with those in other provinces. Conversely, the donor rate in British Columbia (73%), Alberta (75%) and Quebec (75%) was among the lowest; however, Albertans who make donations tended to make larger donations (on average \$337 annually) than those in other provinces.

Descriptive data from the NSGVP do not provide a basis for interpreting provincial variations in financial donations as reflecting differences in the generosity of Canadians in the various regions of the country. Provincial variations in social and economic characteristics exist and, as shown in the previous section, influence the making of financial donations. In addition, making financial contributions to organizations is but one of several forms of supportive

behaviour that individuals may choose, and all these forms must be taken into account together for any overall consideration of generosity.

TABLE 1.2

Donor rate, average and median donations by province, Canadian population aged 15 and over, 1997

Province	Donation value		
	Donor rate (%)	Average (\$)	Median (\$)
<b>Canada</b>	<b>78</b>	<b>239</b>	<b>76</b>
Newfoundland	84	166	76
Prince Edward Island	83	235	89
Nova Scotia	83	207	70
New Brunswick	82	226	73
Quebec	75	127	50
Ontario	80	278	104
Manitoba	81	307	101
Saskatchewan	83	308	103
Alberta	75	337	108
British Columbia	73	240	71

## THE ROLE OF RELIGION

It is essential to take religious factors into account when attempting to understand the charitable giving patterns of Canadians; these factors are associated with both a heightened incidence of charitable giving and a higher amount of giving. One in three Canadians (35%) made charitable donations to religious organizations, and these donations accounted for half (51%) of the total value of all donations made. In general, donations made to religious organizations are much larger than those to non-religious organizations: Donors contributed an annual average of \$270 dollars to religious organizations compared with \$125 to non-religious organizations.

Canadians who stated that they were affiliated with a community of worship, regardless of what the particular religious affiliation was, were much more likely to be donors than were those without such affiliation. Eight in ten (82%) of those who had a religious affiliation were donors compared with 67% of those with no religious affiliation. There was also an association between religious affiliation and the amount that people contributed: on average, donors with a religious affiliation contributed \$271 throughout the year compared with \$126 by donors with no religious affiliation. Presented from a different perspective, people with a religious affiliation (73% of all Canadians) accounted for 88% of all charitable donations. It is worth noting that only 45% of donors

with a religious affiliation gave to religious organizations; the remaining donors with a religious affiliation gave to other types of organizations.

As well, active participation in a community of worship, defined in terms of frequency of attendance at religious services, is a trait associated with higher rates of donating and higher annual donation levels. Those who attended religious services weekly were more likely to make charitable donations than those who did not attend services weekly (90% versus 75% respectively). Donors who attended services weekly also had higher average donations (\$551) than those who did not (\$148). Similarly, those who described themselves as “very religious” were more likely to make financial donations and also to give more than those who did not describe themselves as “very religious”; they accounted for 33% of all donations while comprising only 12% of the population.

FIGURE 1.5

**Donation rate according to religious affiliation, church attendance and level of religious commitment, Canadian population aged 15 and over, 1997**

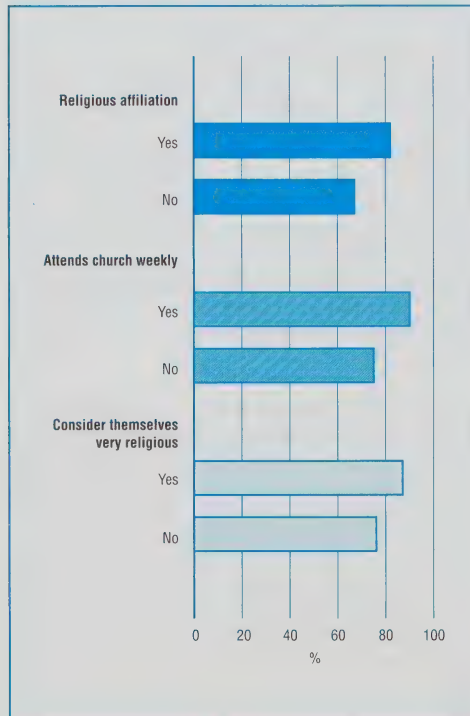
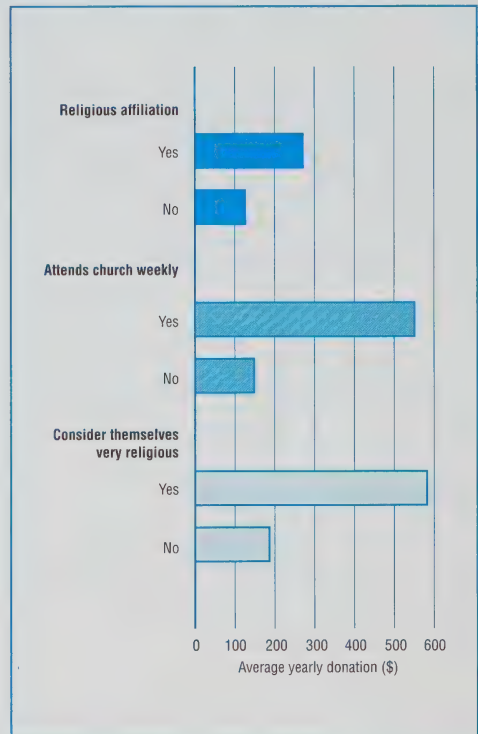


FIGURE 1.6

**Average donation made during the 12-month reference period according to religious affiliation, church attendance and level of religious commitment, Canadian donors aged 15 and over, 1997**



## THE ORGANIZATIONS THAT CANADIANS SUPPORT

Individuals and communities across the country benefit from the many services and programs offered by Canada's charitable and non-profit organizations. The diverse activities in which these organizations engage range from operating food banks to supporting research for diseases, from providing rehabilitative services to offering job training, from providing disaster relief to offering recreational and sports programs, from protecting the environment to providing opportunities for religious worship. Through their donations, Canadians support the work of charitable and non-profit organizations that they value.

Table 1.3 shows the distribution of all donations reported according to the type of organization to which the donation was made.<sup>3</sup> Health organizations received the highest number of individual donations (38% of all reported donations), followed by social service organizations (21%) and religious organizations (15%).

While religious organizations received only 15% of the total number of donations, these donations amounted to almost \$2.26 billion, more than half of the value of all donations (51%). This is primarily because donations to religious organizations tend to be much larger than those to non-religious organizations (on average \$270 versus \$125, respectively).

In terms of the total amount donated, health organizations were the second largest beneficiary of charitable giving, receiving \$773 million, or 17% of the total amount of donations. This sector was followed by social service organizations, which received \$504 million, or 11% of the total amount of charitable donations.

TABLE 1.3

**Distribution of number and amount of donations by type of organization, Canadian population aged 15 and over, 1997**

Organization type	Distribution of total number of donations (74 million) (%)	Distribution of total amount of donations (\$4.44 billion) (%)
Health	38	17
Social services	21	11
Religion	15	51
Education and research	7	4
Philanthropy and voluntarism	5	6
Culture and arts	4	3
International	2	3
Environment	2	2
Other <sup>1</sup>	2	2

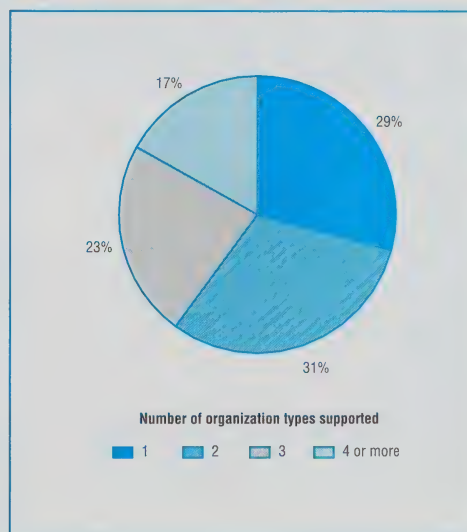
1. Four types of organizations are contained in this category: development and housing; law, advocacy, and politics; business and professional associations; and other organizations not elsewhere classified.

3. Survey respondents were asked to provide information about the types of organizations to which they made donations. These organizations were classified into 13 categories according to the types of activities in which they engage. This classification system is described in Appendix A.

The majority of donors did not restrict their donations to one type of organization; rather, they supported a variety of causes with their donations (Figure 1.7). While 29% of donors restricted their donations to one type of organization, the remaining 71% of donors supported two or more types of organizations, with 31% supporting two different types, 23% supporting three different types, and 17% supporting four or more different types of organizations.

FIGURE 1.7

**Distribution of donors by number of organization types supported, Canadian donors aged 15 and over, 1997**



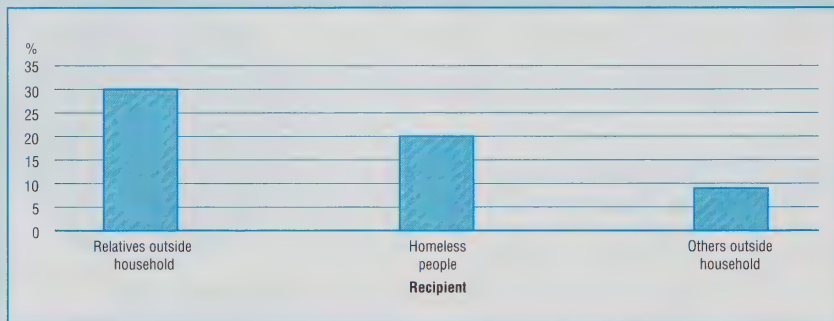


## FINANCIAL SUPPORT GIVEN DIRECTLY TO INDIVIDUALS

In addition to the number of ways in which Canadians give to organizations, the NSGVP also asked people about donating money directly to individuals rather than through an organization. Forty-four percent of Canadians aged 15 and over gave money directly to people living outside their household (Figure 1.8): 30% gave money (excluding loans) to relatives who didn't live with them, 20% gave money to the homeless or street people, and 9% gave money to others living outside their household.

FIGURE 1.8

Percentage of Canadians who gave money directly to others, not through an organization, Canadian population aged 15 and over, 1997



## HOW CANADIANS MAKE FINANCIAL DONATIONS

There are a variety of ways in which charitable and non-profit organizations seek financial donations, and Canadians respond differently to each. Figure 1.9 shows the percentage of all donations that were made by each of the various fundraising methods and the percentage of the total value of all donations that were reported to be made by each method. The most frequent ways in which donations were made were by responding to a request from a door-to-door canvasser (19% of all donations); responding to a request through the mail (15%); sponsoring someone in an event such as a walk-a-thon (14%); and making a donation through a collection at a church, synagogue, mosque or other

place of worship (13%). Less frequent methods of making donations were in response to being asked by someone at work (4% of all donations), telephone requests (3%), and TV or radio requests (3%).

Most donors make their year's charitable donations in more than one way. Compared with the 24% who used only one method of giving, 45% used two or three ways of giving, and 32% used four or more different ways of making their donations.

While some methods of making charitable donations are more frequent, others generate a greater volume of funds. Donations made through places of worship, for example, represented only 13% of the total number of donations but accounted for 48% of the value of all donations.

FIGURE 1.9

Methods of making donations as a percentage of total number of donations and total value of donations, Canadian donors aged 15 and over, 1997



Note: "Other" category includes donations made in response to being asked by someone at work, telephone requests and TV/radio requests.

## ENCOURAGING CANADIANS TO GIVE: PLANNED VS. SPONTANEOUS GIVING

Do Canadians make their financial donations spontaneously, or are decisions about making charitable contributions well thought out? Table 1.4, showing three different measures, provides insight into giving as a planned or a spontaneous act.

The majority of donors do not plan their donations beforehand. However donors who do make decisions regarding their charitable donations beforehand give more to charitable organizations than those who do not.

Only 16% of donors decided in advance *how much* money they would donate to organizations, but their donations accounted for 31% of the annual national total (Table 1.4). One in five donors (20%) decided in advance *to which* organizations they would donate, and these donors accounted for 32% of all donations. Most donors were more spontaneous and gave less than their premeditating counterparts: These individuals accounted for 65% of all donors and 44% of all donations.

Those donors who gave to certain organizations on a regular basis contributed more than those who were not regular donors. Forty-four percent of donors gave to certain organizations regularly; these donors accounted for 65% of all donations (Table 1.4). Individuals who varied the organizations to which they made donations accounted for 55% of all donors and 34% of all donations.

These statistics have considerable implications for the fundraising activities of charitable and non-profit organizations. Donors tend to respond to being asked and to make their decisions spontaneously when faced with a request for donations. Donations do not, in general, appear to be "locked in" to a cause, nor are they, in general, budgeted. On the other hand, organizations that have attracted loyal and regular donors are likely to benefit from their tendency to make larger donations than their more spontaneous counterparts.

TABLE 1.4

**Distribution of donors and donations by characteristics measuring the spontaneity of making financial donations, Canadian donors aged 15 and older, 1997**

	Distribution of donors (%)	Distribution of donations (%)
<b>Decide in advance total amount of money to donate</b>		
Yes	16	31
No	83	68
<b>Decide in advance which organization to donate to</b>		
Yes	20	32
No, decide when asked by organization	65	44
Both	14	24
<b>Donate to certain organizations on a regular basis</b>		
Yes	44	65
No, vary the organizations to which donations are made	55	34

## THE REASONS FOR MAKING FINANCIAL DONATIONS

Understanding what inspires and what hinders people's financial support can provide valuable insights, not only for organizations seeking such support, but also for anyone with an interest in the voluntary contributions that so many Canadians provide. The NGSVP asked a number of questions to illuminate the reasons underlying people's decisions about whether or not to donate to charitable and nonprofit organizations.

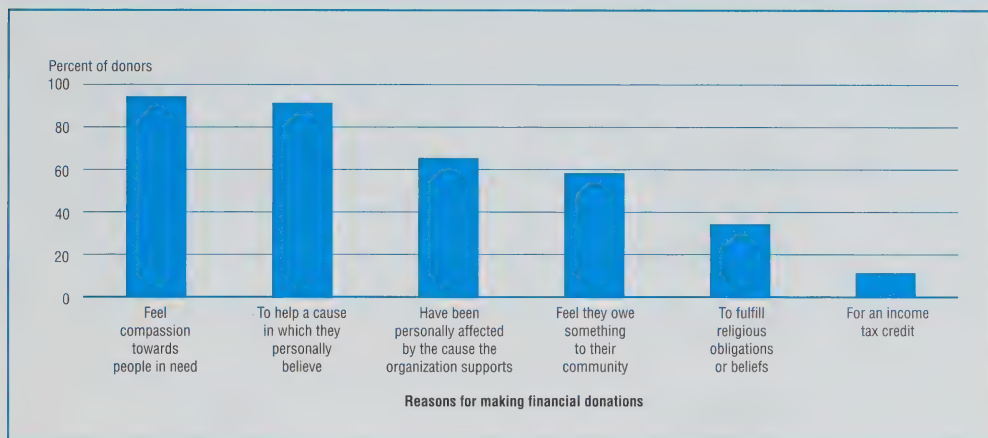
## MOTIVATIONS

Donors were asked whether they agreed or disagreed with six different reasons for giving to charitable organizations. Most people's charitable giving appears to be motivated by some sort of altruism. Most donors (Figure 1.10) agreed that the reasons for their giving are related to feeling compassion towards people in need (94% agree) and wanting to help a cause in which they personally believe (91%). A majority of donors (65%) also indicated being touched by the cause the organization supports. They may, for example, have an illness or know someone with an illness that an organization supports or they may have been involved with the organization as a youth. A majority (58%) also donated because they feel they owe something to their community. Somewhat fewer donors (34%) gave to fulfil religious obligations or beliefs, and a very small minority (11%) stated that they give to obtain a credit on their income taxes.



FIGURE 1.10

Reasons for making financial donations to charitable and non-profit organizations, Canadian donors aged 15 and over, 1997



## BARRIERS

What keeps people from giving more to charities or for that matter from not giving at all? Donors were asked whether they agreed or disagreed with a number of possible reasons for their not donating more while non-donors were asked about possible reason for not donating at all. Figure 1.11 shows that both non-donors and donors were more likely to indicate financial reasons for not donating or not donating more. Sixty-six percent of non-donors and 54% of donors agreed that the reason they do not donate or donate more to charitable organizations is that they would like to save their money for their own future needs. Sixty-seven percent of non-donors and 49% of donors agreed that they would prefer to spend their money in other ways.

The two least frequently reported reasons for not donating or not donating more were also the same for donors and non-donors. A relatively small percentage in each group agreed that they do not donate or do not

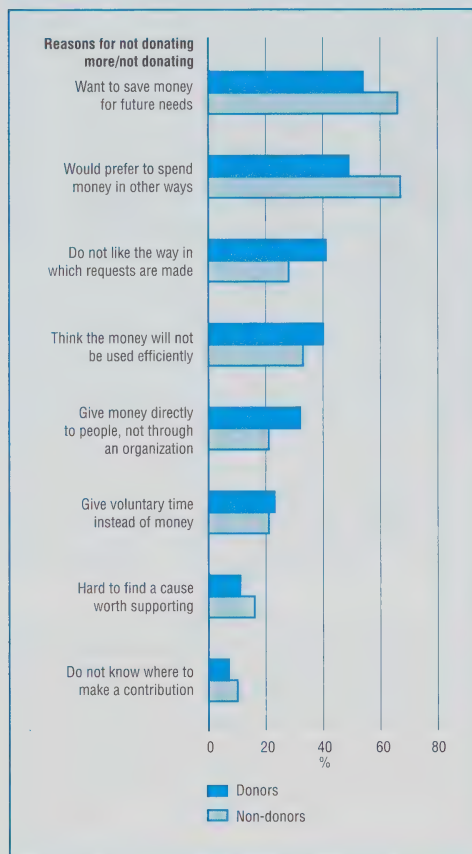
donate more because it is hard to find a cause worth supporting (16% of non-donors, 11% of donors). An even smaller percentage agreed that they do not donate or donate more because they do not know where to make a contribution<sup>4</sup> (10% of non-donors, 7% of donors).

Interestingly, donors were more likely than non-donors to cite concerns about charitable and non-profit organizations as reasons for not donating more. For example, a higher percentage of donors agreed that they did not donate more because they did not like the way in which requests were made or they think that their money would not be used efficiently. Donors were also more likely to agree that the reason they did not donate more is that they also give money directly to people, rather than through the structure of an organization.

4. It should be noted that this question was worded slightly different on the french questionnaire (did not know *how* to make a contribution).

FIGURE 1.11

**Reasons for not making financial donations or not making more financial donations to charitable and non-profit organization, by donor status, Canadians aged 15 and over, 1997**



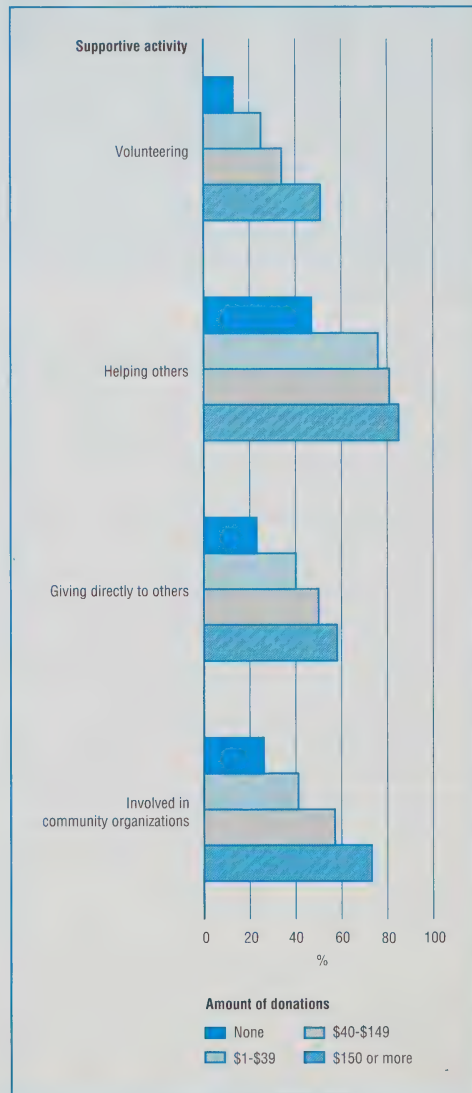
## THE LINKS BETWEEN CHARITABLE GIVING AND OTHER FORMS OF SUPPORTIVE BEHAVIOUR

Canadians support one another and their communities through their involvement in a broad spectrum of activities including charitable giving, volunteering, helping others directly, giving money to others directly and participating in community organizations. One of

the most interesting insights provided by the survey is the evidence of linkages among these activities. As Figure 1.12 shows, donors are more likely than non-donors to engage in other supportive activities and the likelihood of involvement in these activities increases as the amount that individuals give increases.

FIGURE 1.12

**Percentage of Canadians aged 15 and over engaged in supportive activities by amount of yearly charitable donations, 1997**



## THE ROLE OF TAX CREDITS

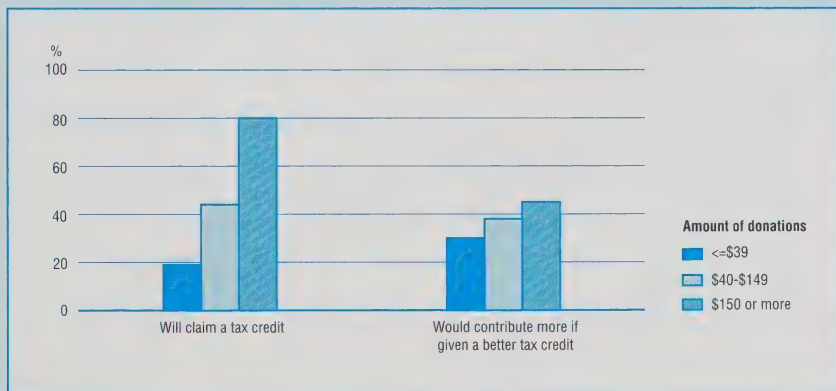
Donors to registered charitable organizations are eligible to receive income tax credits for their donations. Recent federal budgets have increased the tax credits that Canadians are able to receive in an effort to encourage Canadians to increase the support they give to charitable organizations.

Do donors take advantage of the tax credits that are offered for their donations? Overall, 41% of all donors indicated that they or someone else in their household would be claiming a tax credit for their charitable donations. However, this percentage varied from a high of 80% among those whose yearly donations totaled \$150 or more to a low of 19% among those whose yearly donations totaled \$39 or less (Figure 1.13).

Would donors contribute more if governments offered them a better tax credit for their charitable donations? More than one in three donors (37%) indicated that they would increase their donations if offered a better tax credit. Again, this percentage increased as the size of annual donation increased, as shown in Figure 1.13. Forty-five percent of donors contributing more than \$150 annually reported that they would increase their donations if offered a better tax credit compared with 30% of those who made annual donations of less than \$40.

FIGURE 1.13

Percentage of donors who are claiming a tax credit and who would contribute more if given a better tax credit, by amount of annual donations, Canadian donors aged 15 and over, 1997







# CHAPTER 2

## VOLUNTEERING

Many Canadians contribute their time, energy and abilities to charitable and community organizations as volunteers. They make their contributions in varied ways, for example: coaching children and youth; serving on boards and committees; providing consulting or administrative support; canvassing, campaigning or fundraising; providing counselling services or making friendly visits; serving meals and delivering food to the needy; helping build facilities; serving as volunteer drivers; helping to protect the environment and wildlife; and helping educate others or advocate on important issues.

### VOLUNTEERING IN CANADA

The 1997 National Survey revealed that approximately 7.5 million Canadians volunteered their time and skills to groups and organizations across the country between November 1, 1996 and October 31, 1997. This is 2.2 million more than the number who volunteered in 1987, which was an estimated 5.3 million. These volunteers accounted for 31.4% of the Canadian population aged 15 and over, a participation rate that is 4.6 percentage points higher than the 1987 volunteer rate of 26.8%. This also represents an increase of 40% in the absolute number of volunteers since 1987 which compared to a 20% increase in the population of the country (15 and over) over the same time period.

Volunteers contributed a total of just over 1.1 billion hours of their time during the 12-month period ending on October 31, 1997. These hours would have been the equivalent of 578,000 full-time year-round jobs (assuming 40 hours per week for 48 weeks)—an increase of 48,000 full-time year-round job equivalents over the 1.02 billion hours contributed in 1987. This amounts to a 9% increase in total hours volunteered since 1987.

Although the total hours contributed by volunteers has increased, compared with 10 years ago, the average annual hours contributed per volunteer has decreased: In 1997 the individual volunteer contributed an average of 149 hours during the reference period, compared with 191 hours in 1987.

TABLE 2.1

**Rate of volunteering and number of hours volunteered in the reference year, Canadian population aged 15 and over, 1987 and 1997**

	1997 NSGVP	1987 VAS <sup>1</sup>
<b>Rate of volunteering</b>		
Total population (thousands)	23, 808	19,902
Total volunteers	7, 472	5,337
Volunteer participation rate	31.4%	26.8%
<b>Hours volunteered</b>		
Total hours volunteered (thousands)	1,108,924	1,017,548
Full-time year-round job equivalence <sup>2</sup>	578,000	530,000
Average hours volunteered per year	149	191

1. 1987 Volunteer Activity Survey, Statistics Canada.

2. Assuming 40 hours per week for 48 weeks.

The average total hours contributed by volunteers during the year (November 1, 1996 to October 31, 1997) does not fully reveal the distribution of their time commitment. This is because the average annual amount includes people who volunteered on only one occasion during the year as well as those who volunteered weekly or even daily.

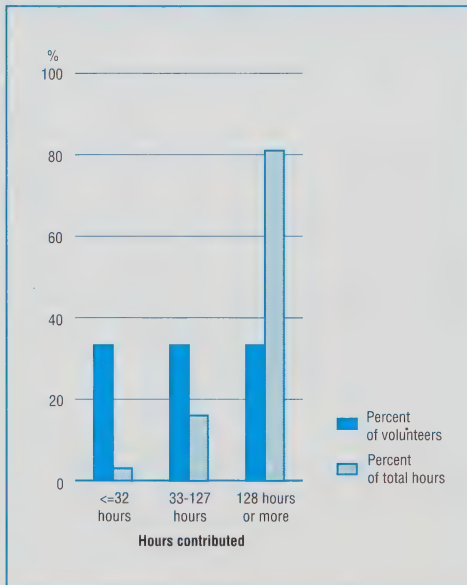
One useful way of looking at the distribution of total annual hours contributed by volunteers is to group these individuals according to their yearly contributions. Grouping volunteers into three equal-

sized categories indicates that, during the reference year, one third of Canadian volunteers contributed 32 hours or less; another third of volunteers contributed between 33 and 127 hours; and the final third of volunteers contributed 128 or more hours. Figure 2.1 shows the total number of volunteer hours contributed by each group. It reveals that the one third of volunteers, who contributed 128 hours or more during the reference year, accounted for 81% of the total hours contributed. The remaining two-thirds of volunteers accounted for the remaining 19% of total hours contributed.

With a national average of 149 hours, we can see that even within the top third of volunteers a yet smaller group must have contributed substantially more time, in order to bring the average up to 149 hours. This was, in fact, the case: 22% of volunteers contributed over 200 hours a year.

**FIGURE 2.1**

**Distribution of total volunteer hours by number of hours volunteered, Canadian volunteers aged 15 and over, 1997**



## A PROFILE OF CANADIAN VOLUNTEERS

### PERSONAL AND ECONOMIC CHARACTERISTICS

The fact that one-third of all Canadians 15 years or older are volunteers suggests that they come in every size, shape and lifestyle. Nevertheless, it is useful to examine the characteristics that distinguish those who volunteer from those who do not. Such information is crucial for organizations and groups that depend on volunteer help. Learning which segments of the population are less likely than others to volunteer may, for example, assist organizations to increase activities in recruiting people who are under-represented in volunteer activity. Alternatively, the segments of the population that volunteer the most may still be the easiest to recruit for volunteer support.

The likelihood of volunteering was higher for those aged 15 to 24 and those aged 35-44 and 45-54, when compared with other age groups (Table 2.2). Over a 10-year period, the volunteer rate has remained relatively stable or increased slightly for most age groups, with one dramatic exception: The volunteer rate among 15-24-year-olds almost doubled—to 33% in 1997, from 18% in 1987. This age group accounted for 18% of the volunteer pool in 1997 and 13% in 1987. These young volunteers, however, contributed fewer hours than their counterparts 10 years ago: in 1997, their annual average was 125 hours, compared with 174 hours in 1987.

Women were slightly more likely than men to be volunteers (33% versus 29% respectively). While this was also observed in 1987, the gap between males and females has narrowed (Table 2.2). In 1987, 57% of volunteers were females and 43% were males; in 1997, 54% of volunteers were females and 46% were males. Male volunteers contributed somewhat more total hours annually than their female counterparts: on average, 160 versus 140 hours, respectively.

Married (including common law) people (33%) and single people (31%) were more likely to volunteer than those who were widowed (20%), or separated or divorced (29%). However, volunteers who were widowed, separated or divorced donated more hours on average than those who were married or single (Table 2.2).

TABLE 2.2

Volunteer participation rates and average hours volunteered during the year, Canadian population aged 15 and over, 1987 and 1997

Characteristic	Volunteer participation rate		Average hours volunteered during the reference year	
	1997 (%)	1987 <sup>1</sup> (%)	1997 (average hours)	1987 <sup>1</sup> (average hours)
<b>Age</b>				
15-24	33	18	125	174
25-44	33	31	138	187
25-34	28	27	133	
35-44	37	36	142	
45 and over	30	27	170	203
45-54	35	31	157	
55-64	30	27	160	
65 and over	23	22	202	
<b>Sex</b>				
Male	29	24	160	198
Female	33	30	140	182
<b>Marital status</b>				
Married and common law	33	31	151	182
Single, never married	31	19	133	192
Widowed, separated, divorced	25	23	168	195
Separated, divorced	29	24	186	
Widowed	20	21	157	
<b>Education</b>				
Less than high school	21	13	126	229
High school diploma	29	24	159	192
Some postsecondary	36	31	153	162
Postsecondary certificate or diploma	34	35	149	192
University degree	48	46	159	182
<b>Labour force status</b>				
Employed	34	28	138	177
Full-time	32	27	138	177
Part-time	44	36	139	177
Unemployed	29	23	121	203
Not in the labour force	27	35	176	218
<b>Household income</b>				
Less than 20,000	22	20	148	231
20,000-39,999	29	26	163	183
40,000-59,999	33	34	150	187
60,000 and over	40	36	139	192
60,000-79,999	36		144	
80,000 or more	44		136	

1. 1987 volunteer Activity Survey, Statistics Canada.

The participation rate of volunteers, and the hours donated by volunteers, both rise with higher levels of education. The percentage of people who volunteered ranged from a low of 20% for those with less than a secondary education to a high of 48% for those with a university degree. In similar fashion, total annual hours contributed by volunteers generally increased as education increased. An interesting pattern emerges when the participation rate and average annual hours

donated are examined over time: Those with lower levels of education are more likely to volunteer than their counterparts 10 years ago but they donate substantially less time. The volunteer rate for those with less than secondary education increased to 20% in 1997 from 13% in 1987. Volunteers in this group, however, contributed a total of 126 hours annually in 1997 compared with 229 hours annually in 1987.

## VOLUNTEER ACTIVITY: A WAY TO ENHANCE JOB POSSIBILITIES?

Some people looking for work consider participating as a volunteer to be a step along the path to paid employment. Results from the NSGVP reveal that for young adult Canadians especially, volunteer work is seen to be an activity that can aid in moving them to paid employment and to the acquisition of work place experience and new skills.

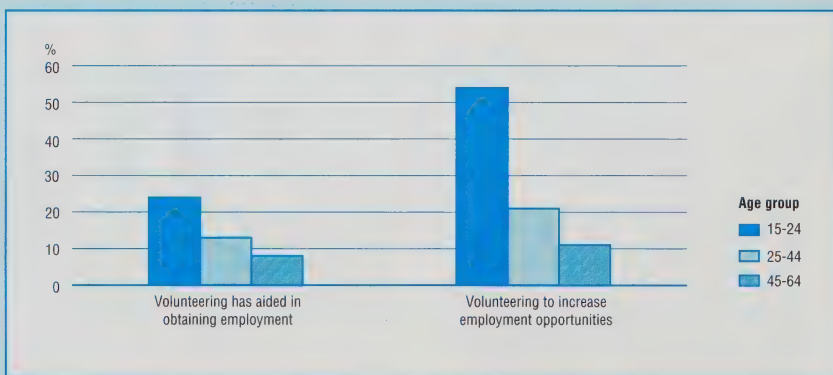
Among those volunteers who were unemployed, more than half (54%) believed that their volunteer effort would increase their chances of finding a job and this belief rose to 65% for unemployed young volunteers (aged 15 to 24). Such beliefs may not be misplaced. The survey results show that approximately 14% of individuals aged 15 to 64 who had taken part in volunteer activities stated that their volunteer activities helped them to obtain employment. A much larger proportion of individuals (24%) in the 15–24 age bracket reported this than respondents in any other age category (Figure 2.2).

Unemployed young volunteers (aged 15 to 24) devoted on average 100 hours per year. More than one out of every two young volunteers stated they contributed their time in order to increase their opportunities for employment, compared with one in five individuals in the 25–44 age group and one in ten individuals in the 45–64 age group (Figure 2.2).

In addition to helping job seekers find employment, volunteer activities were perceived to help acquire new skills that people could use in their jobs. One-third (34%) of volunteers believed that their volunteer activities had given them new skills that could be applied directly in their paid jobs or businesses. This belief was particularly strong among young people aged 15 to 24, since 46% stated that they had acquired such skills. Over one-quarter (28%) of the volunteers who were employed thought that their volunteering had increased the chances of success in their paid jobs or businesses. Again, this proportion was higher for people aged 15 to 24 (38%).

FIGURE 2.2

**Percentage of individuals who stated that their volunteer activities helped them to obtain employment and who stated that they volunteered to increase employment opportunities, Canadian volunteers aged 15 and over, 1997**





The employed (34%), especially those with part-time jobs, were more likely to volunteer than those who were unemployed (29%) or not in the labour force (27%).<sup>5</sup> The volunteering rate was 44% for part-time workers and 32% for those working full time. Compared with 1987, the 1997 rate of volunteering has increased for employed persons and has decreased for those unemployed or not in the labour force; however, the distribution of volunteers by employment status remained unchanged from 1987: 65% of volunteers were employed, 30% of volunteers were not in the labour force, and 5% of volunteers were unemployed.

The likelihood of a person volunteering also rises with household income. Only 22% of persons whose household income was less than \$20,000 volunteered during the reference year, compared with 44% of those with a household income of \$80,000 or more.

5. A person's labour force status can be employed (working), unemployed (looking for work), or not in the labour force (neither working nor looking for work). Refer to Appendix A for a full description.

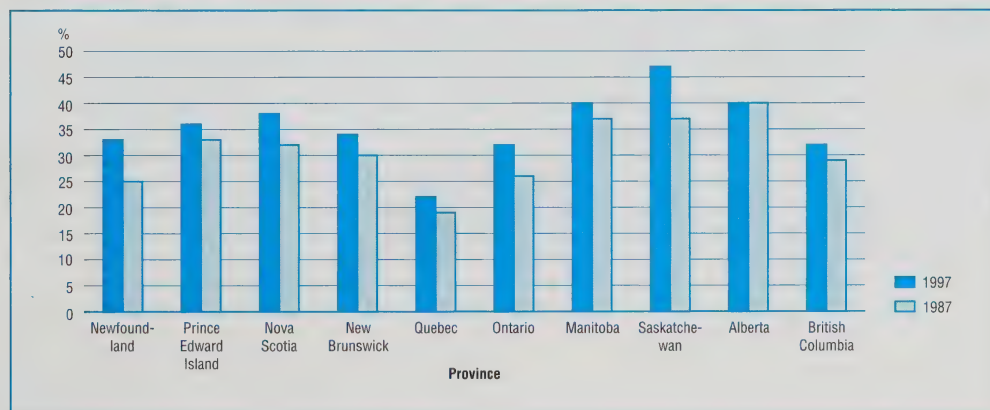
## PROVINCIAL VARIATIONS

The involvement of Canadians in volunteer activity varies a great deal from region to region. The Prairie provinces appear to be the most fertile ground for volunteering, as they were in 1987. Over 40% of the population in Manitoba, Saskatchewan and Alberta engaged in volunteer activity (Figure 2.3). Together, these three provinces contribute over 21% of Canada's volunteers from 16% of the country's population. Remarkably, almost half the population of Saskatchewan aged 15 and over (47%) reported volunteer activity during the year. The volunteer rate in the remaining provinces, with the exception of Quebec, ranged between 32% and 38%. Twenty-two percent of the population of Quebec engaged in volunteer activity.

The rise in the rate of volunteering noted earlier (4.6 percentage points nationally between 1987 and 1997) was evident in every province of the country with the exception of Alberta, in which it remained stable. Over a 10-year period Newfoundland and Saskatchewan experienced the largest increase in volunteer participation rates—8 and 10 percentage points respectively.

FIGURE 2.3

Volunteer participation rates by province, Canadian population aged 15 and over, 1987 and 1997



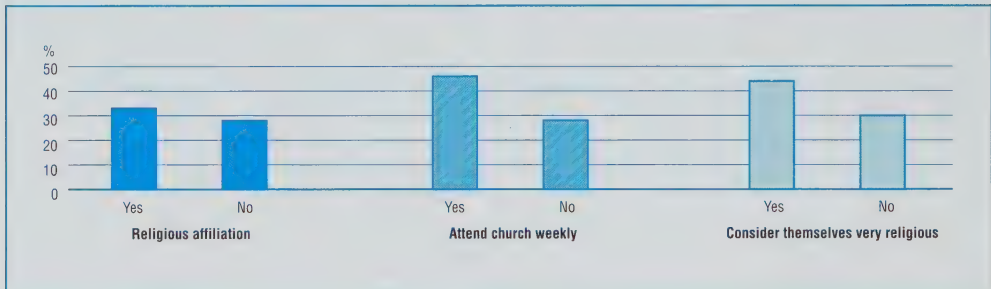
## THE ROLE OF RELIGION

Philanthropy, whether in the form of volunteering time or donating money, is encouraged in all major religions. It comes as no surprise, then, that people with strong religious ties volunteer at rates higher than the rest of the population (Figure 2.4). People who indicated that they had a religious affiliation volunteered at a slightly

higher rate than those with no religious affiliation (33% vs. 28%) Similarly, those who attended religious services at least once a week volunteered at a rate of 46%, compared with 28% of those who did not attend services weekly. In addition, those who described themselves as “very religious” volunteered at a rate of 44%, compared with 30% of those who did not describe themselves as “very religious”.

FIGURE 2.4

**Volunteer participation rates by religious affiliation, church attendance and level of religious commitment, Canadian population aged 15 and over, 1997**

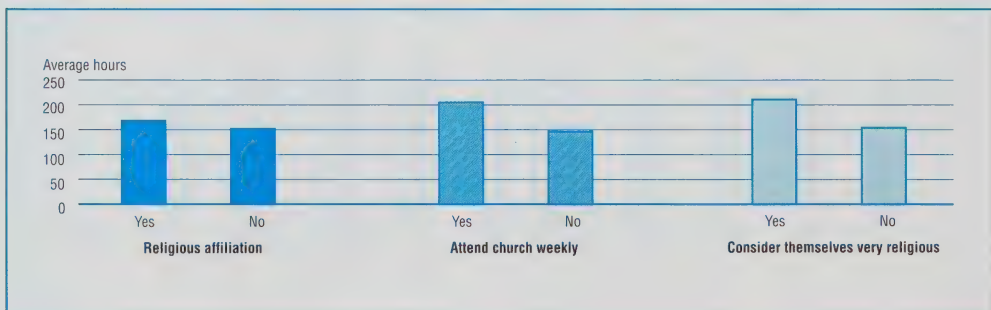


Those with strong religious ties also contributed more time to volunteering than other volunteers (Figure 2.5). Volunteers who attended church weekly gave, on average, 197 hours of their time over a 12-month period; those who did not attend services weekly

gave an average of 136 hours. Similarly, those who considered themselves to be “very religious” donated more hours during the reference year than those who did not describe themselves as “very religious” (203 versus 137 hours respectively).

FIGURE 2.5

**Average hours volunteered through the 12-month reference period by religious affiliation, church attendance and level of religious commitment, Canadian volunteers aged 15 and over, 1997**



Although there appears to be a connection between religion and volunteering, most volunteer activities are not focused on religious organizations. Twenty-one percent of volunteers engaged in volunteer activities

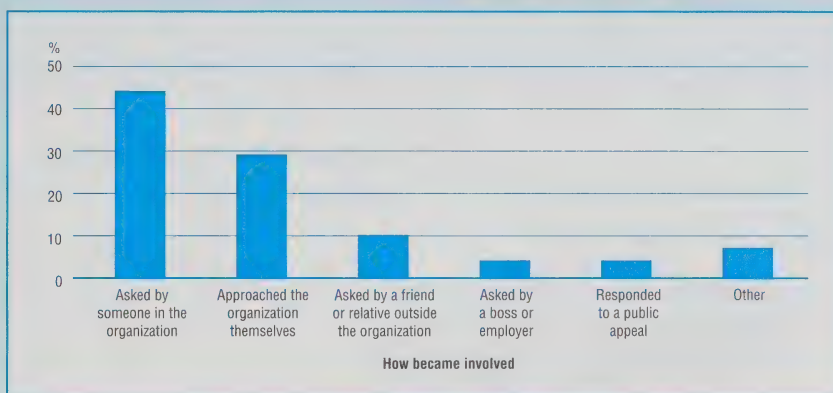
for religious organizations and the amount of time donated to these organizations accounted for 18% of the total number of volunteer hours contributed by volunteers.

## How VOLUNTEERS BECOME INVOLVED

Figure 2.6 indicates that 44% of volunteer activities<sup>1</sup> began as a result of being approached by someone in an organization. This approach was used less frequently than 10 years earlier: 50% of all volunteer activities were initiated this way in 1987. Conversely, the likelihood of people approaching organizations on their own has increased sharply in 10 years; in 1997, nearly one-third of volunteer activities were self-referred, compared with only 17% in 1987. A minority of volunteer activities (10%) were initiated through a request by a friend or relative outside the organization.

FIGURE 2.6

How volunteers became involved, Canadian volunteers aged 15 years and over, 1997



1. For each volunteer event reported (up to a maximum of three), volunteers were asked how they first became involved with the organization for which they volunteered.

## THE ORGANIZATIONS THAT VOLUNTEERS SUPPORT

Volunteers were asked in how many organizations they had been active over the 12 months preceding the survey. More than half of them (57%) reported volunteering for one organization only. One-quarter volunteered for two organizations and 11% were involved with three organizations. Only 7% volunteered for four or more organizations.

Volunteers contributed their time to diverse kinds of organizations.<sup>6</sup> However, Figure 2.7 shows that five

types of organizations accounted for the bulk of all volunteer events<sup>7</sup> (75%) and the bulk of the total distribution of volunteer hours (77%). These included social service organizations (21% of all events, 21% of total hours), other recreation and social clubs (which includes service clubs: 16% of all events and 17% of total hours), religious organizations (14% of all events, 18% of total hours), health organizations (13% of all events, 10% of total hours), and sports organizations (11% of all events, 11% of total hours).

6. Survey respondents were asked to provide information about the type of organizations for which they volunteered. These organizations were classified into 13 categories according to the types of activities in which they engage. The classification system is described in Appendix A.

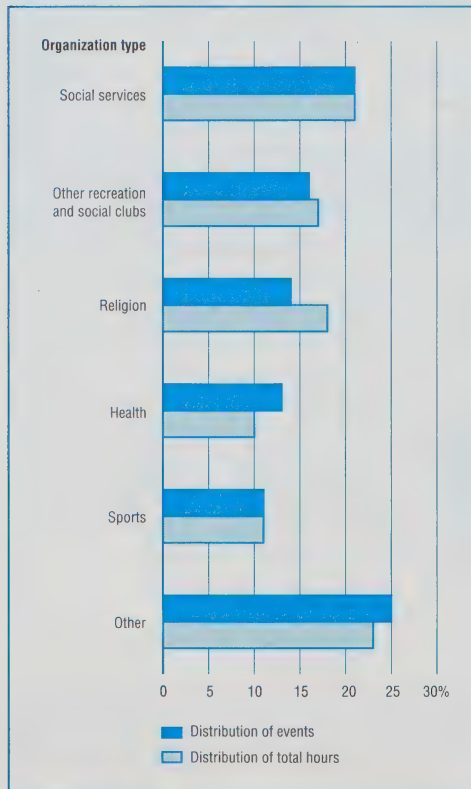
7. In this report, each organization reported by an individual constitutes one "volunteer event." A volunteer event represents an involvement with an organization. It does not take into account the number of different activities performed nor the frequency, timing or duration of volunteering in that organization.

## THE CONNECTION BETWEEN EARLY LIFE EXPERIENCES AND VOLUNTEERING

The survey results suggest that the early life experiences of Canadians bear some relationship to the likelihood of volunteering in their adult years. Compared with the volunteer rate for all Canadians (31.4%), the volunteer rate was substantially higher among people with specific life experiences during their youth: 51% for those who were active in student government; 45% for people who were active in religious organizations; 43% for those whose parents were volunteers; 42% among people who belonged to youth groups; 40% for those who did some kind of volunteer work; and 40% among those who did door-to-door canvassing in their youth. These findings demonstrate how, for many, the roots of volunteering are put down early in life and how an interest in contributing as a youth is likely to be maintained in adulthood.

FIGURE 2.7

Distribution of total volunteer events and total volunteer hours by type of organization, Canadian volunteers aged 15 and over, 1997



## CHANGES IN ORGANIZATION SUPPORT OVER TIME

Has there been any change over the past 10 years in the organizations people volunteer for? To answer this question organizations were reclassified according to slightly different categories from those presented above; this permits comparisons with the results from the 1987 VAS.

The number of volunteer events increased across almost all categories of organizations, with the exception of youth and education organizations and organizations involved in employment and economic interests (Figure 2.8). The largest increase was observed in environment and wildlife organizations: In 1987 volunteers actively participated in approximately 161,000 volunteer events and this increased by 130% to 371,000 volunteer events in 1997. It should be noted that the number of events does not take into account the number of different activities performed nor the frequency, timing or duration of volunteering in the organization. High increases in volunteer events also occurred for multi-domain<sup>8</sup> organizations (a 122% increase from 1987), arts and culture organizations (95%) and health organizations (74%). Conversely, the number of volunteer events provided to youth and education organizations decreased slightly over 10 years: In 1987 volunteers actively participated in approximately 1.3 million volunteer events and this

8. Multi-domain organizations provide a wide range of services spanning many different kinds of goals and functions. Included in this category are Service Clubs (i.e., Kiwanis, Lions and Elks) and other multi-service organizations such as the Red Cross, the Salvation Army and the YM/YWCA.



decreased by 17% to 1.1 million events in 1997. A 20% decrease was also observed for organizations involved in employment and economic interests.

A better understanding of the reasons for these changes will require further analysis, since they may be the result of shifts in the way voluntary organizations are defined, or of growth in the number of organizations that have broader mandates than they did in 1987.

## WHAT VOLUNTEERS DO

The activities in which volunteers engage may benefit an organization directly (e.g., sitting as a board member), may help other people, or may benefit society at large (e.g., improving the environment). Regardless

of the focus, the range of activities performed by volunteers is diverse. However, some activities are more commonly performed, as shown in Figure 2.9. Half of all volunteers reported that they helped to organize or supervise activities or events for an organization. Other common activities were canvassing, campaigning or fundraising (reported by 44% of volunteers) and serving as an unpaid member of a board or committee (38%). Consulting, executive, office or administrative work was carried out by 28% of volunteers. Between 19% and 27% of volunteers reported providing information or helping to educate, influence public opinion or lobby others on behalf of an organization; teaching or coaching for an organization; providing care or support as a volunteer through an organization; and doing volunteer driving on behalf of an organization.

FIGURE 2.8

Percentage change in number of volunteer events from 1987 to 1997 by type of organization, Canadian volunteers aged 15 and over

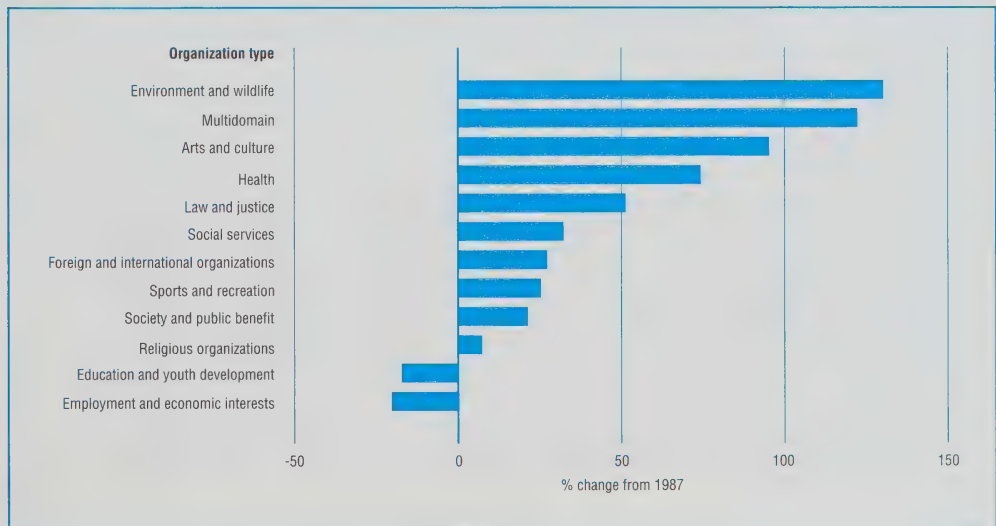
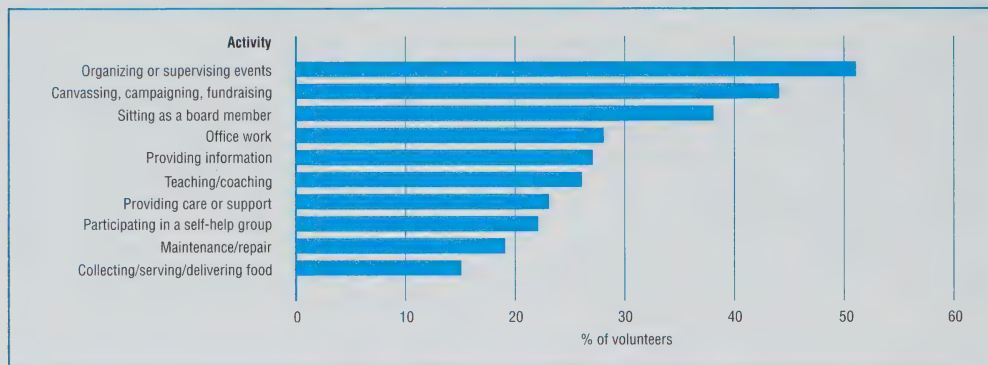


FIGURE 2.9

Activities in which volunteers engage, Canadian volunteers aged 15 and over, 1997

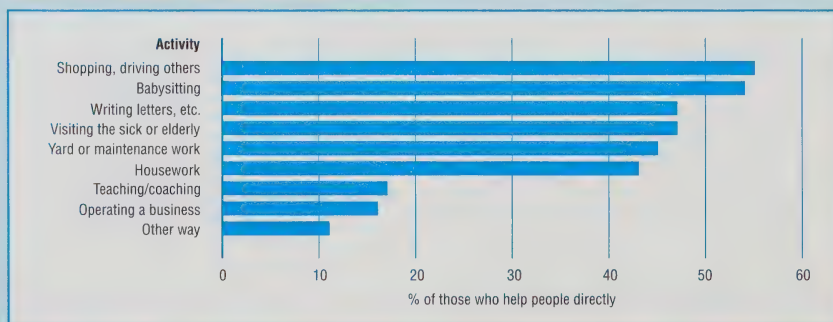


## OTHER WAYS OF HELPING PEOPLE

Many Canadians find it natural or preferable to support others in individually determined ways that do not involve organizations, and it is just as important to take the measure of these less structured ways of helping others. The 1997 National Survey asked people about a variety of ways in which they provided help directly to individuals outside their household, independently of an organization. Seven of every ten Canadians engaged in helping and supporting on their own without going through an organization: 66% provided this help to relatives not living with them and 71% provided this help to people other than relatives. As Figure 2.10 shows, the most common activities engaged in by these individuals included helping someone with shopping or driving someone to appointments or stores (reported by 55% of those who provided such help); babysitting without being paid (54%); helping others to write letters, solve problems, find information or fill out forms (47%); and visiting the elderly on one's own, not through an organization (47%).

FIGURE 2.10

Types of activities done directly for others, not for an organization, Canadian population aged 15 and over who help people directly, 1997



## THE REASONS FOR VOLUNTEERING

Understanding what inspires and what hinders people's contributions of time can provide valuable insights, not only for organizations seeking such support, but also for anyone with an interest in the contributions of time that so many Canadians provide. The NSGVP asked a number of questions to illuminate the reasons underlying people's decisions about volunteering or not volunteering for charitable and non-profit organizations.

### MOTIVATIONS

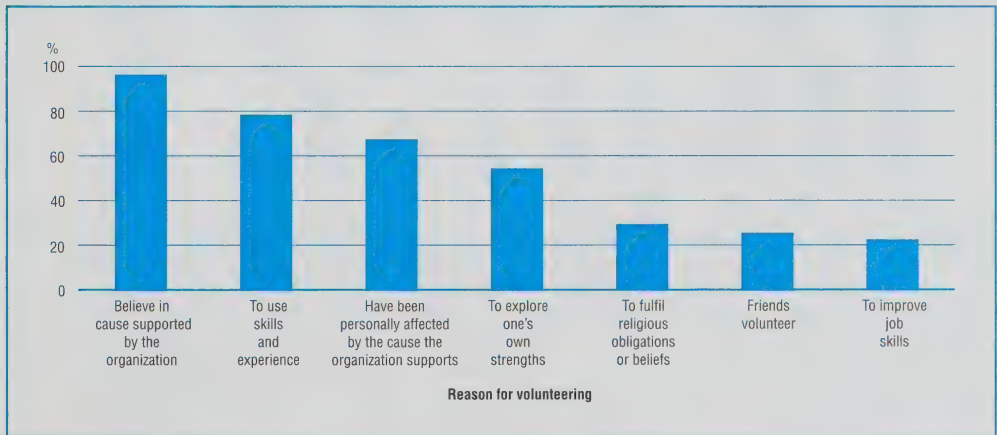
Some people volunteer out of a desire to help others or because they believe in the cause of the organization;

others are motivated by the opportunity to learn new skills or derive other personal benefits. In the 1997 survey, volunteers were asked whether they agreed or disagreed with seven different reasons for being a volunteer (Figure 2.11). Almost everyone (96%) agreed that the reason they volunteered was to help a cause in which they personally believe. Over two-thirds of volunteers participated because they have been personally affected, or know someone who has been personally affected, by the cause the organization supported.

A large majority of individuals (78%) volunteered in order to use their skills and experiences, and over half (54%) volunteered to explore their own strengths. Almost 29% volunteered to fulfil religious obligations and beliefs. Close to one-quarter volunteered because their friends did so, and about one-fifth (22%) volunteered to improve their job opportunities.

FIGURE 2.11

Reasons for volunteering, Canadian volunteers aged 15 and over, 1997



### BARRIERS

What keeps people from giving more time as a volunteer or from volunteering at all?

When presented with a list of possible reasons, almost three-quarters of volunteers agreed that one reason they don't volunteer more is that they do not have the necessary time to do so (Figure 2.12). Close to

one-third stated they do not volunteer more because they are unwilling to make a year-round commitment, and another 30% felt that they had already made their contribution as a volunteer. For 20%, giving money instead of time was a reason they did not volunteer more. It is noteworthy that 18% of volunteers said that not being personally asked kept them from volunteering more.

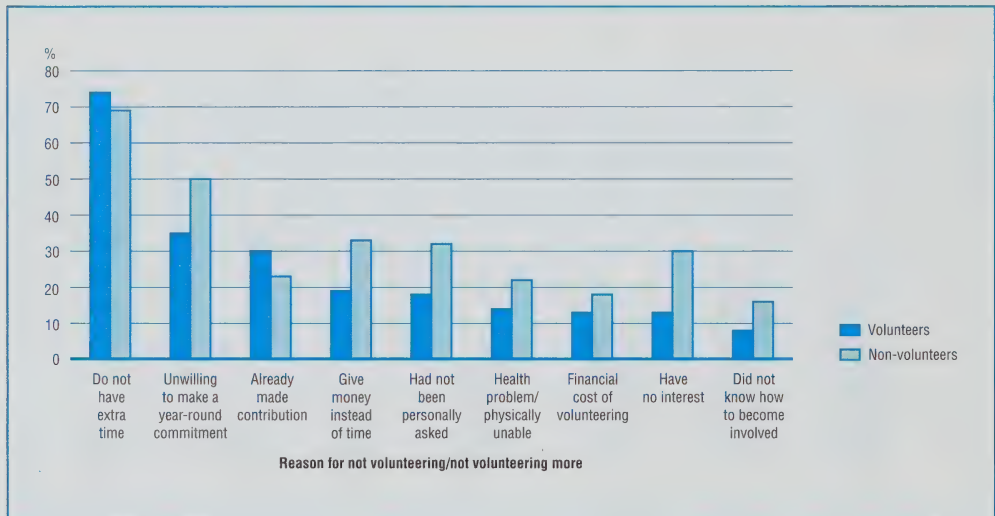
Fewer volunteers identified barriers related to health problems, financial costs, lack of interest, lack of knowledge, and concerns about being sued or taken to court. Thirteen percent identified the financial cost of volunteering as an issue and 8% identified not knowing how to become involved as barriers to their volunteering.

When presented with the same list of possible reasons, people who were not volunteers identified lack of time as an impediment for not volunteering (69%),

and about half identified an unwillingness to make a year-round commitment as a reason for not volunteering (Figure 2.13). Three other reasons were (each) identified by about one-third of non-volunteers: because no one they knew had personally asked them, because they gave money instead of time, and because they had no interest. Less common barriers to volunteering reported by non-volunteers were health problems (reported by 22%), the financial costs of volunteering (18%), and feeling that they had already made their contribution with respect to volunteering (23%).

FIGURE 2.12

Reasons for not volunteering or not volunteering more, Canadian population aged 15 and over, 1997





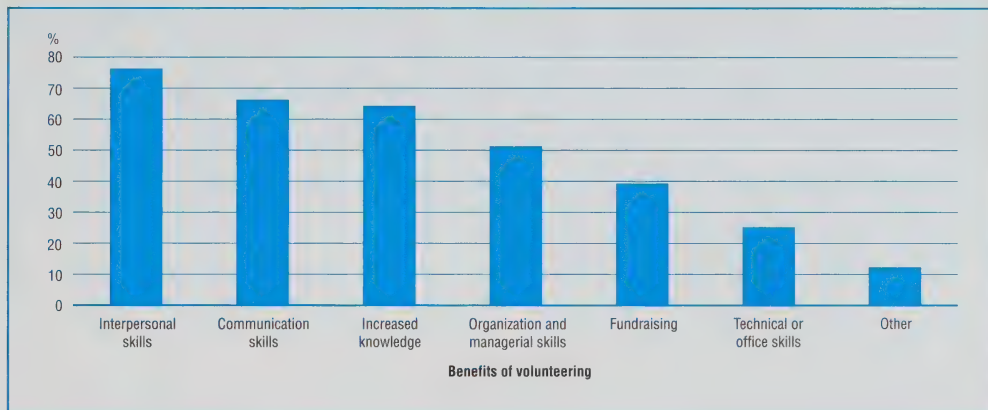
## THE BENEFITS OF VOLUNTEERING

Volunteers readily recognized that volunteering provides them with personal benefits (Figure 2.13). Over three-quarters of volunteers reported gaining such interpersonal skills as understanding people better,

learning how to motivate others, and learning how to deal with difficult situations. Two-thirds developed communication skills such as public speaking, writing, conducting meetings, and public relations. Nearly two-thirds increased their knowledge on such matters as health, women's issues, political issues, criminal justice and the environment. Over half reported that their volunteer activities provided them with organizational and managerial skills.

FIGURE 2.13

Benefits of volunteering, Canadian volunteers aged 15 and over, 1997



## EMPLOYER SUPPORT FOR EMPLOYEES' VOLUNTEER ACTIVITIES

The NSGVP data reveal that 65% of all volunteers were employed and many of these volunteers reported they received support from their employers for their volunteer activities. This support most frequently took the form of allowing employees to use the facilities and equipment of the business for their volunteer activities (reported by 27% of employed volunteers). In addition, almost one-quarter (24%) of employed volunteers stated that they received authorization to take leave or time off from their hours of work in order to engage in volunteer activities. Young men aged 15 to 24 and 25-34 were the group that most frequently received this type of support (27%-28%).

Slightly less than one-quarter of respondents (22%) said they had received approval to modify their hours of work in order to take part in volunteer activities. Such approval was granted to a larger percentage of young people under 25 (27%) than to those aged 25 to 44 (23%) or 45 to 64 (17%), and to a larger percentage of young men (31%) than young women (24%).

Another form of employer support is recognition of the value of employee involvement in various volunteer activities. Among workers who volunteered, 14% said that they had received recognition from their employer. Here again, a larger proportion of young people under 25 said that they had received this type of support (16%).

## YOUTH VOLUNTEERS

Youth involvement in voluntary activities has multiple benefits: It provides opportunities for them to acquire useful skills, experience and contacts, and to feel they are making a contribution to their communities. Youth involvement also helps voluntary and charitable organizations regenerate themselves.

Canadian youth between the ages of 15 and 24 are more likely in the late 1990s to be volunteers than are individuals in any other age group. There has also been a much greater increase in youth volunteering since 1987 (15 percentage points vs. 4.6 percentage points overall). Although the participation rate of Canadian youth in volunteer activities is high, the amount of time they spend in volunteer activities is low compared with other age groups. It is also lower than the amount of time spent by youths in 1987. Youth volunteers spent about 28% less time on average volunteering in 1997 than they did in 1987.

In what types of volunteer activities are Canadian young people involved?

- canvassing, campaigning and fundraising (reported by 43% of youth volunteers)
- organizing and supervising events for an organization (49%)
- teaching or coaching (29%)
- collecting, serving and delivering food (24%)
- protecting the environment (17%).

What causes do Canadian youths support?

- other recreation and social clubs (which account for 22% of youth volunteer activities and 23% of youth volunteer time)
- social service organizations (accounting for 22% of youth volunteer activities and 20% of volunteer time)
- religious organizations (11% of volunteer activities and 14% of volunteer time).

Youth volunteers appear to have different motivations for volunteering than do volunteers in general. They are particularly likely to volunteer in order to improve job opportunities (54%), to explore their own abilities (68%), and to use their skills and abilities (82%). They are less likely than others to volunteer because of the causes of organizations (92%) or to fulfil religious beliefs (20%). They are more likely than others to indicate that not being personally asked by someone they know (25%) and not knowing how to become involved (18%) are impediments to their volunteering more. Only 15% indicated that a lack of interest kept them from volunteering more.

## RECRUITING VOLUNTEERS: WHAT THE SURVEY TELLS US

Initial statistics from the survey give us some preliminary insights into the lessons that can be learned by organizations and individuals responsible for recruiting and managing volunteers.

**Ask, and ask again.** More volunteers get involved because someone asks them than in any other way. Volunteers explain that they don't do more, and non-volunteers explain that they don't volunteer at all, due to the fact that no one ever asked them.

**Be flexible.** People have different styles of volunteer involvement. Women volunteer more often; men generally give more time. People with higher education volunteer more often, but the unemployed and people who work part time do more hours of volunteer work.

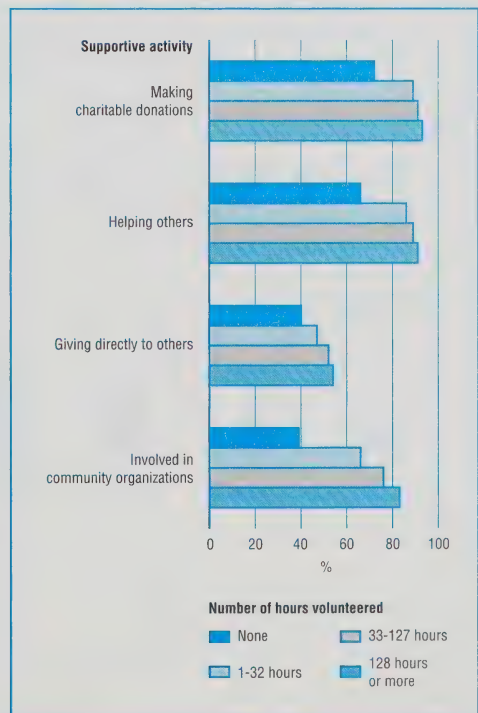
**Acknowledge that time is a precious commodity.** Like not being asked, not having enough time was given as the most common reason for people not to volunteer more, or not to volunteer at all. Voluntary organizations can find ways to involve many people, some of whom may not have a lot of time to give, but all of whom together can make a difference.

## THE LINKS BETWEEN VOLUNTEERING AND OTHER FORMS OF SUPPORTIVE BEHAVIOUR

Once again, linkages among the many types of support that people provide to one another and their communities (i.e., through charitable giving, volunteering, helping others directly, giving money to others directly and participating in community organizations) are evident. Figure 2.14 shows that volunteers are more likely than non-volunteers to make charitable donations, to help others directly, to give money to others directly and to participate in community organizations and the likelihood of engaging in these activities increases as the amount that individuals volunteer increases.

FIGURE 2.14

Percentage of Canadians aged 15 and over engaged in supportive activities by amount of time volunteered, 1997







# CHAPTER 3

## CIVIC PARTICIPATION

Individuals contribute in important ways to the life of their community by being members of or attending meetings of voluntary associations, where such activities as participating in decision making, acquiring and giving information, and expressing preferences through voting, take place. These and similar activities might appear to be less direct, less active than volunteering one's time to such organizations, but they are essential ingredients in building and supporting one's community. To measure this activity, also referred to as civic participation<sup>10</sup>, the survey asked respondents

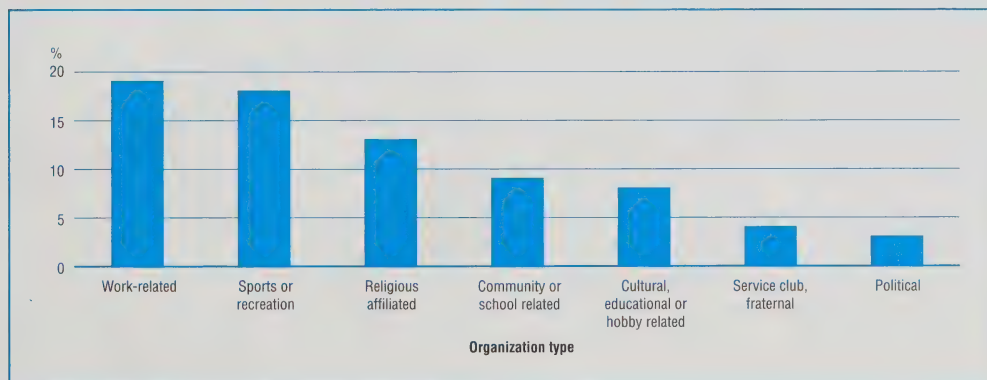
a handful of questions about their involvement, via membership and attending meetings, in various kinds of community organizations and groups; they were also queried about voting during elections, and asked how often they followed news and public affairs at the local (or regional), national and international level.

Between November 1, 1996 and October 31, 1997, one in two Canadians aged 15 and over (12 million in total) was a member of, or participated in, at least one of the community organizations shown in Figure 3.1. The most common organizations or groups in which respondents were involved were work-related, such as unions or professional associations (reported by 19% of respondents), sports and recreation organizations (18%), and groups affiliated with religious organizations. (13%).

10. Note that while the term "civic participation" conventionally refers to the political activity of individuals, in this report the term refers to a broader set of activities that entail involvement in civic (community) life.

FIGURE 3.1

Percentage of Canadians aged 15 and older involved with an organization or group, 1997



## A PROFILE OF CANADIAN PARTICIPATORS

### PERSONAL AND ECONOMIC CHARACTERISTICS

The incidence of civic participation was highest among people between the ages of 45 and 54 (57%), followed by those 35 to 44 (55%) and 55 to 64 (54%); people in these age groups also reported a higher level of involvement (Table 3.1). Men (53%) reported a slightly higher incidence of civic participation than women (49%); however, their level of involvement was similar (43% of civically active males were involved with two or more organizations, compared with 41% of civically active females).

Married persons (54%) were markedly more involved than those who were single (46%), separated or divorced (44%), or widowed (39%). Similarly, married persons who were civically active were also more likely to be involved with two or more organizations (45%) than those who were not (37%-39%).

The incidence of civic participation is strongly related to level of education—the more years of schooling, the greater the likelihood of civic participation, ranging from 40% for those with less than secondary education to 74% for those with a university degree. Likewise, civic participation increased sharply with household income, ranging from 34% for those with a household income of \$20,000 or less to 71% for those with a household income of \$80,000 or more.

Individuals in paid employment (57%) had a higher likelihood of civic participation than those who were unemployed (36%) or those who were not in the labour force (42%).

People who defined themselves as being somewhat religious (54%) or very religious (65%) had a higher likelihood of involvement in civic activity than those who were not very religious (45%) or not at all religious (43%).

TABLE 3.1

Percentage of Canadians aged 15 and over who are members or participants in organizations or groups, by personal and economic characteristics, 1997

Characteristic	Participation rate (%)	Percent of participants involved in 2 or more organizations/groups (%)
<b>Province</b>		
Newfoundland	49	33
Prince Edward Island	50	39
Nova Scotia	55	43
New Brunswick	47	40
Quebec	43	38
Ontario	52	42
Manitoba	58	45
Saskatchewan	62	52
Alberta	55	48
British Columbia	54	41
<b>Age</b>		
15–24	44	33
25–34	48	39
35–44	55	44
45–54	57	48
55–64	54	44
65 and over	45	41
<b>Sex</b>		
Male	53	43
Female	49	41
<b>Marital status</b>		
Married and common-law	54	45
Single, never married	46	37
Separated, divorced	44	38
Widowed	39	39
<b>Education</b>		
Less than high school	40	33
High school diploma	45	39
Some postsecondary	53	36
Postsecondary or diploma	53	44
University	74	57
<b>Labour force status</b>		
Employed	57	44
Full-time	57	44
Part-time	57	42
Unemployed	36	31
Not in the labour force	42	40
<b>Household income</b>		
Less than 20,000	34	36
20,000–39,999	45	38
40,000–59,999	54	41
60,000–79,999	60	42
80,000 or more	71	52
<b>Self-described level of religious commitment</b>		
Not at all religious	43	34
Not very religious	45	35
Somewhat religious	54	43
Very religious	65	52

## PROVINCIAL VARIATIONS

Like other forms of contributing and supporting, civic participation varied across Canada's regions; it was highest in Saskatchewan (where 62% reported being involved in at least one organization), Manitoba (58%) and Alberta (55%). In addition, residents in the Prairies were involved with a greater variety of local organizations. (Table 3.1).

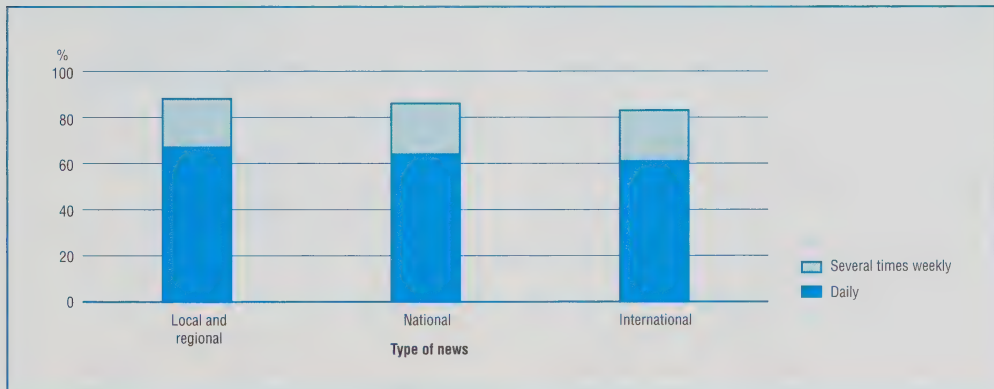
Supporting one's community is also demonstrated by exercising one's right to vote. Of all Canadians age 18 and over, 75% reported having voted in the last

federal election, 74% in their last provincial election, and 58% in their last municipal election.

Maintaining awareness of newsworthy events and public affairs is another of the ways in which many citizens achieve a feeling of being connected to their community and their wider social milieu. When respondents were asked how often they followed news and current affairs, their answers showed that more than eight in every ten Canadians aged 15 and over did so daily or almost daily; this is a remarkably high level of staying publicly informed (Figure 3.2).

**FIGURE 3.2**

Percentage of Canadians following news at least weekly, Canadian population aged 15 and over, 1997

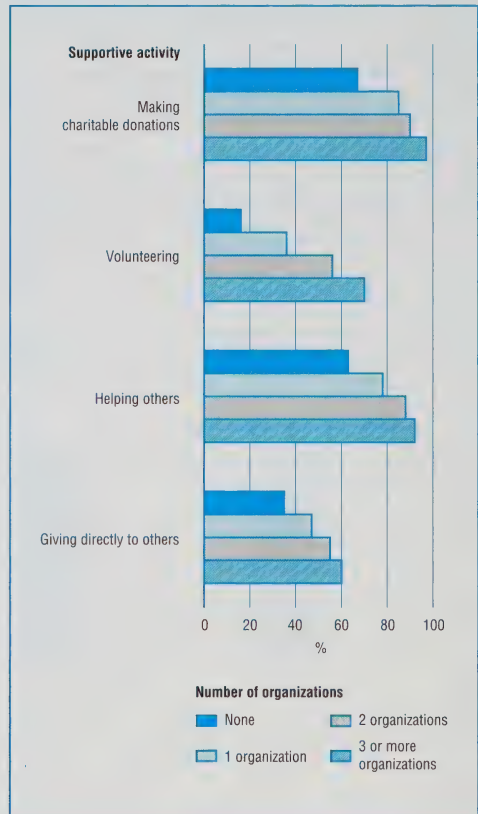


## THE LINK BETWEEN CIVIC PARTICIPATION AND OTHER FORMS OF SUPPORTIVE BEHAVIOUR

As we have demonstrated earlier, there are linkages among the various forms of support that individuals provide (i.e., charitable giving, volunteering, helping others directly, giving money directly to others and civic participation). The likelihood of providing such support has been shown to be related to the amount of charitable donations people make and the amount that they volunteer. As well, the likelihood of engaging in supportive activities is also related to the extent of civic participation. Those who belong to an organization are more likely to provide support than are those who do not belong to an organization and the likelihood of providing support increases as the number of organizations belonged to increases (Figure 3.3).

FIGURE 3.3

Percentage of Canadian aged 15 and over involved in supportive activities by level of civic participation, 1997





## CONCLUSION

The introduction to this overview presented the involvement of Canadians in our society as a little-known practice, something we do without saying much about it. All of the behaviours measured in the survey—giving, volunteering and participating—rely on a complex set of factors to initiate and sustain them. In order to volunteer, a person needs to have interest, available time and good health. In order to donate, one needs money and a belief that a donation will accomplish some ultimate good. Those who participate must believe that their actions have meaning and that being involved in one's society matters.

## THE SPECTRUM OF SUPPORT

Canadians engage in a broad spectrum of activities to support one another and their communities. Most Canadians (88%) give either money or goods to charitable and non-profit organizations or give money directly to people who live outside of their homes (40%). Almost one in three volunteer their time to a charitable or non-profit organization and almost three in four report directly helping people who live outside of their homes (e.g., by doing housework, driving someone to appointments, or doing unpaid teaching or coaching). Focusing on any one type of supportive activity (e.g., the percentage who donate or volunteer) gives us only a narrow perspective on the extent to which Canadians provide support to one another and to their communities.

Although the vast majority of Canadians provide support in one form, it should be noted that a relatively small proportion of the population is responsible for the bulk of this activity. One third of all donors account for 86% of all donations and one-third of all volunteers account for 81% of total volunteer hours.

The linkages that exist among the various forms of support also need to be recognized. Not only are a small proportion of Canadians responsible for providing most

of the support, but those that provide any one type of support are also more likely to provide other types. For example, volunteers are more likely to make charitable donations than non-volunteers. They are also more likely to give help directly to their neighbours and relatives, to belong to organizations and to vote in elections. From these results, a portrait emerges of an engaged core of citizens who are actively involved in multiple facets of their community's life.

Perhaps "connection," or "involvement," is a key issue that data from this survey illuminate for the first time. Involvement—being both interconnected with other individuals and connected to society in a broader way—is shown by the several kinds of supportive and contributory behaviours and by civic participation as well. The National Survey of Giving, Volunteering and Participating has given us a means of drawing a more finely detailed picture of this aspect of Canadians and their society than any previous nationwide study.

## KEY FACTORS

The NSGVP has also highlighted some of the social and economic factors that underly people's involvement with each other and their communities. Factors such as age, religious affiliation, education and income appear to be related to the amount and types of support that people provide. While it was understood previously that these factors influenced such behaviour, the survey now provides substantially more data to research these links and to explore possible connections to one another.

A variety of reasons accounts for people's involvement. Many people, especially youth, gain skills and work experience when they volunteer. Some of those who participate may do so in order to achieve a short-term goal like a new park in their neighbourhood.

As reported in the 1997 National Survey, the major reason Canadians volunteer is to help a cause in which they personally believe. Others volunteer to fulfil religious obligations or beliefs. Volunteers appear to have a desire to give something to their community or to society more broadly. Similar factors can be found to explain why people donate money. The great majority, over 90%, give because they feel compassion towards people in need or because they believe in the cause their donations will support. The reasons for becoming involved in participatory activities are also complex and extend well beyond self-interest.

The concepts of generosity and caring, which are measured by proxy in certain questions on motivation asked in the survey, certainly have a role in these behaviours. These concepts are also apparent when one considers unstructured giving and volunteering. People receive even less recognition than formal volunteers when they shovel a senior citizen's walk in winter or give money to a stranger.

## IMPLICATIONS OF THE SURVEY

The survey findings raise a number of questions, for which answers will only come from in-depth analysis of data from the survey and, perhaps, follow-up research on contributory behaviours and their correlates. It is expected that the NSGVP will generate at least as much research as the National Survey on Volunteer Activity did in 1987.

The NSGVP will allow us to explore the complex factors that motivate and sustain donors, volunteers and civic participators. As we have shown in this summary of results, there are a number of linkages between the different ways in which people provide support, and the factors that appear to reinforce and increase support, as well as those that limit it. Researchers may not yet have the answers, but they do have some initial indications as to where some of the answers may lie.

In 1997, more Canadians volunteered than ten years earlier, but they did so for shorter periods of time.

This suggests that voluntary groups may want to consider restructuring their volunteer opportunities differently. This could mean shorter, more task-oriented assignments or, perhaps, changing the nature of the placements so as to include other family members. Family volunteering opportunities can stretch the precious time of volunteers if tasks are designed so that the entire family can take part.

For governments, a major implication of the NSGVP may come from an examination of the role of active citizenship—the willingness to participate in the structures of our democratic society—and the way this willingness positively affects giving and volunteering. Are there ways for government to introduce, promote and nurture the roles of citizens that will continue to support these behaviours?

Companies may want to consider the results of this survey in relation to their human resource policies of promoting volunteering. Two-thirds of volunteers indicated that they developed new skills from volunteering and almost one-third of all volunteers stated that these were skills they could apply directly to their jobs. Thus companies may want to review existing practices to further encourage this behaviour.

## CARING AND INVOLVED CANADIANS

Which all leads us back to the title of this overview: *Caring Canadians, Involved Canadians*. Canadians, as a people, give, volunteer and participate. They engage in these behaviours to connect with individuals, groups and their communities. They support other Canadians by providing their time, skills and compassion. They donate money to organizations and causes to ensure that projects are undertaken and goals are met. They participate in their communities in order to be connected to the things that matter in their own lives and their family life. Canadians are broadly involved in these activities that add to the quality of the life of individuals and to the social capital of their communities. These actions, ultimately, make the country a better, richer place in which to live.

# APPENDIX A

## GLOSSARY OF MAJOR SURVEY CONCEPTS AND VARIABLES

Certain key variables or concepts are used frequently in the data analyses and interpretations contained in this report. Rather than defining these concepts in each section, we have provided an alphabetical summary below

### DONORS

These are persons who made donations of money to a charitable/non-profit organization during the period from November 1, 1996 to October 31, 1997. This definition excludes those who made donations of loose change to coin collection boxes (located beside cash registers at store check-outs).

### DEMOGRAPHIC AND EMPLOYMENT-RELATED DATA

Because the National survey of Giving, Volunteering and Participating (NSGVP) was conducted as a supplement to the November 1997 Labour Force Survey (LFS), it is possible to link NSGVP data with data from the LFS. In this report demographic data (e.g., sex, age) and employment-related data originate from the LFS.

### EMPLOYED

Those persons who worked for pay or profit during the week preceding the survey are considered employed, as are those who had a job but were not at work for reasons such as illness, family responsibilities or vacation. Persons on layoff are not considered employed.

### EMPLOYED FULL-TIME OR PART-TIME

Full-time workers are defined as those usually working 30 or more hours a week; part-time workers usually work less than 30 hours a week.

### HOUSEHOLD INCOME

Data on household income are based on total household income from all sources before taxes during the 12-month reference period. Items such as tips, commissions, alimony and child support are included.

### NOT IN THE LABOUR FORCE

These are persons in the civilian non-institutionalized population aged 15 years and over who were neither employed nor unemployed during the week preceding the survey.

### ORGANIZATION CLASSIFICATION

Respondents were asked to provide information on the organizations for which they volunteered and to which they made donations. Respondents were first asked to provide the name of the organization. A pick-list of common organizations was used. If the organization cited by the respondent was not on this pick-list, the respondent was then asked to provide information about what this organization does. This information was then used to group organizations into broad categories.

The International Classification of Nonprofit Organizations (ICNPO) Revision 1, developed by the Johns Hopkins Comparative Nonprofit Sector Project, was used to code organizations. A major advantage of the ICNPO system is that it is used widely by other countries and thus allows for international comparisons. The ICNPO system groups organizations into 12 Major Activity Groups, including a catch-all "Not Elsewhere

Classified” category. These 12 Major Activity Groups are further subdivided into 24 sub-groups. For this report, the 12 Major Activity Groups are reported on. They are described below:

1. *Culture and Recreation*: includes organizations and activities in general and specialized fields of culture and recreation. Three sub-groups of organizations are included in this group: (1) culture and arts (i.e., media and communications; visual arts, architecture, ceramic art; performing art; historical, literary and humanistic societies; museums; and zoos and aquariums); (2) sports; and (3) other recreation and social clubs (i.e., service clubs and recreation and social clubs).
2. *Education and Research*: includes organizations and activities administering, providing, promoting, conducting, supporting and servicing education and research. Four sub-groups are contained in this group: (1) primary and secondary education organizations; (2) higher education organizations; (3) organizations involved in other education (i.e., adult/continuing education and vocational/technical schools); and 4) organizations involved in research (i.e., medical research, science and technology, and social sciences).
3. *Health*: includes organizations that engage in health-related activities, providing health care, both general and specialized services, administration of health care services, and health support services. Four sub-groups are included in this category: (1) hospitals and rehabilitation; (2) nursing homes; (3) mental health and crisis intervention; and (4) other health services (i.e., public health and wellness education, out-patient health treatment, rehabilitative medical services, and emergency medical services).
4. *Social Services*: includes organizations and institutions providing human and social services to a community or target population. Three sub-groups are contained in this category: (1) social services (including organizations providing services for children, youth, families, the handicapped and the elderly, and self-help and other personal social services; (2) emergency and relief; and (3) income support and maintenance.
5. *Environment*: includes organizations promoting and providing services in environmental conservation, pollution control and prevention, environmental education and health, and animal protection. Two sub-groups are included in this category: environment and animal protection.
6. *Development and Housing*: includes organizations promoting programs and providing services to help improve communities and promote the economic and social well-being of society. Three sub-groups are included in this category: (1) economic, social and community development (including community and neighbourhood organizations); (2) housing; and (3) employment and training.
7. *Law, Advocacy and Politics*: includes organizations and groups that work to protect and promote civil and other rights, advocate the social and political interests of general or special constituencies, offer legal services and that promote public safety. Three sub-groups are contained in this category: (1) civic and advocacy organizations; (2) law and legal services; and (3) political organizations.
8. *Philanthropic Intermediaries and Voluntarism*: includes philanthropic organizations and organizations promoting charity and charitable activities including grant-making foundations, voluntarism promotion and support, and fundraising organizations.
9. *International*: includes organizations promoting cultural understanding between peoples of various countries and historical backgrounds and also those providing relief during emergencies and promoting development and welfare abroad.
10. *Religion*: organizations promoting religious beliefs and administering religious services and rituals; includes churches, mosques, synagogues, temples, shrines, seminaries, monasteries and similar religious institutions, in addition to related organizations and auxiliaries of such organizations.
11. *Business and Professional Associations, Unions*: includes organizations promoting, regulating and safeguarding business, professional and labour interests.
12. *Groups not elsewhere classified*.



## POPULATION

The target population includes all persons aged 15 years and over residing in Canada except for the following: residents of the Yukon and Northwest Territories, persons living on Indian reserves, inmates of institutions and full-time members of the Armed Forces.

## REFERENCE PERIOD/YEAR

This expression refers to the November 1, 1996 to October 31, 1997 period. Most of the survey's questions are set in the context of this time span.

## ROUNDING

In this report, counts have been rounded, but because the totals are based on un-rounded data, they will not always equal the sum of individually rounded items. Percentages were usually rounded to units (occasionally to one decimal place) after they were calculated using un-rounded data.

## UNEMPLOYED

Unemployed persons are those who, during the week preceding the survey (the reference week) were without work and were available for work and (a) had actively looked for work in the four weeks preceding the reference week or (b) were on temporary layoff or (c) had a new job to start in four weeks or less from the reference week.

## VOLUNTEERS

These are persons who volunteer, i.e., who willingly perform a service without pay, through a group or organization. The data in this report deal with persons who volunteered at least once in the 12-month reference period preceding the survey.



## APPENDIX B

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### PROVINCIAL DATA

**NEWFOUNDLAND**  
**DONORS**  
**NUMBER OF DONORS: 378,467**  
**DONOR RATE: 84%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>84</b>	<b>63,061</b>	<b>100</b>	<b>167</b>	<b>75</b>
<b>Age</b>					
15–24	53	1,934	3	43	10
25–34	91	8,061	13	101	37
35–44	91	11,822	19	139	86
45–54	93	16,370	26	223	125
55–64	86	12,152	19	304	183
65 and over	96	12,721	20	228	143
<b>Sex</b>					
Male	79	28,239	45	161	74
Female	90	34,823	55	171	78
<b>Marital status</b>					
Married or common-law	94	45,204	72	166	84
Single	59	8,853	14	128	25
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	75	17,312	27	125	60
High school diploma	84	12,595	20	225	86
Some postsecondary	...	...	...	...	...
Postsecondary diploma	92	20,033	32	175	90
University degree	94	9,601	15	259	176
<b>Labour force status</b>					
Employed	91	32,307	51	183	84
Full-time	91	27,635	44	183	87
Part-time	89	4,672	7	183	48
Unemployed	75	2,360	4	95	40
Not in labour force	80	28,395	45	160	67
<b>Household income level</b>					
Less than \$20,000	79	13,676	22	116	43
\$20,000–\$39,999	84	19,432	31	158	70
\$40,000–\$59,999	87	9,442	15	152	80
\$60,000–\$79,999	91	14,918	24	336	118
\$80,000 or more	100	5,594	9	179	140

... Amount too small to be expressed.



**NEWFOUNDLAND**  
**VOLUNTEERS**  
**NUMBER OF VOLUNTEERS: 150,006**  
**VOLUNTEER RATE: 33%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>33</b>	<b>20,494</b>	<b>100</b>	<b>137</b>	<b>60</b>
<b>Age</b>					
15-24	...	...	...	...	...
25-34	36	5,076	25	161	75
35-44	35	4,372	21	134	58
45-54	42	4,510	22	136	55
55-64	...	...	...	...	...
65 and over	...	...	...	...	...
<b>Sex</b>					
Male	28	11,718	57	188	84
Female	39	8,777	43	100	40
<b>Marital status</b>					
Married or common-law	35	13,415	65	131	57
Single	32	5,760	28	153	74
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	...	...	...	...	...
High school diploma	...	...	...	...	...
Some postsecondary	40	2,017	10	151	68
Postsecondary diploma	40	7,646	37	154	61
University degree	...	...	...	...	...
<b>Labour force status</b>					
Employed	34	10,456	51	157	66
Full-time	32	8,997	44	168	58
Part-time	...	...	...	...	...
Unemployed	...	...	...	...	...
Not in labour force	30	7,781	38	117	60
<b>Household income level</b>					
Less than \$20,000	27	5,619	27	139	60
\$20,000-\$39,999	32	7,060	34	148	80
\$40,000-\$59,999	...	...	...	...	...
\$60,000-\$79,999	...	...	...	...	...
\$80,000 or more	...	...	...	...	...

... Amount too small to be expressed.

**PRINCE EDWARD ISLAND**  
**DONORS**  
**NUMBER OF DONORS: 89,342**  
**DONOR RATE: 83%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>83</b>	<b>21,075</b>	<b>100</b>	<b>236</b>	<b>90</b>
<b>Age</b>					
15-24	57	924	4	83	37
25-34	82	2,428	12	145	50
35-44	98	4,172	20	200	105
45-54	93	5,450	26	328	157
55-64	77	2,085	10	230	46
65 and over	90	6,016	29	402	110
<b>Sex</b>					
Male	79	10,824	51	263	65
Female	87	10,251	49	213	99
<b>Marital status</b>					
Married or common-law	93	15,194	72	258	104
Single	63	3,194	15	172	50
Widowed	81	1,929	9	278	150
Separated or divorced	82	758	4	150	57
<b>Education level</b>					
Less than high school	78	3,985	19	152	65
High school diploma	79	2,602	12	177	71
Some postsecondary	82	979	5	169	65
Postsecondary diploma	86	6,395	30	232	99
University degree	95	7,113	34	472	146
<b>Labour force status</b>					
Employed	86	14,450	69	263	105
Full-time	89	12,933	61	282	110
Part-time	76	1,517	7	167	48
Unemployed	86	482	2	68	29
Not in labour force	77	6,143	29	225	82
<b>Household income level</b>					
Less than \$20,000	74	4,456	21	180	75
\$20,000-\$39,999	89	4,971	24	178	80
\$40,000-\$59,999	85	4,906	23	230	105
\$60,000-\$79,999	82	3,480	17	418	99
\$80,000 or more	96	3,261	15	457	182

**PRINCE EDWARD ISLAND**  
**VOLUNTEERS**  
**NUMBER OF VOLUNTEERS: 38,437**  
**VOLUNTEER RATE: 36%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>36</b>	<b>4,869</b>	<b>100</b>	<b>127</b>	<b>64</b>
<b>Age</b>					
15-24	39	942	19	124	72
25-34	37	672	14	90	41
35-44	46	1,158	24	117	60
45-54	43	1,284	26	167	98
55-64	...	...	...	...	...
65 and over	...	...	...	...	...
<b>Sex</b>					
Male	34	2,550	52	143	60
Female	37	2,319	48	113	67
<b>Marital status</b>					
Married or common-law	37	3,133	64	132	63
Single	39	1,209	25	108	52
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	...	...	...	...	...
High school diploma	...	...	...	...	...
Some postsecondary	...	...	...	...	...
Postsecondary diploma	34	1,428	29	132	67
University degree	50	1,186	24	150	76
<b>Labour force status</b>					
Employed	39	3,274	67	131	71
Full-time	37	2,394	49	124	60
Part-time	...	...	...	...	...
Unemployed	...	...	...	...	...
Not in labour force	30	1,309	27	123	65
<b>Household income level</b>					
Less than \$20,000	...	...	...	...	...
\$20,000-\$39,999	33	1,080	22	105	60
\$40,000-\$59,999	44	1,223	25	112	50
\$60,000-\$79,999	...	...	...	...	...
\$80,000 or more	...	...	...	...	...

... Amount too small to be expressed.

**NOVA SCOTIA**  
**DONORS**  
**NUMBER OF DONORS: 619,798**  
**DONOR RATE: 83%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>83</b>	<b>128,724</b>	<b>100</b>	<b>208</b>	<b>70</b>
<b>Age</b>					
15-24	65	3,608	3	44	14
25-34	81	14,734	11	132	40
35-44	90	25,235	20	181	68
45-54	86	30,511	24	280	108
55-64	89	20,318	16	274	140
65 and over	90	34,318	27	327	153
<b>Sex</b>					
Male	80	62,122	48	218	52
Female	87	66,602	52	199	75
<b>Marital status</b>					
Married or common-law	88	89,096	69	220	90
Single	70	18,235	14	134	22
Widowed	92	11,719	9	326	172
Separated or divorced	82	9,675	8	226	100
<b>Education level</b>					
Less than high school	75	28,736	22	154	55
High school diploma	83	14,894	12	164	49
Some postsecondary	87	8,761	7	196	45
Postsecondary diploma	87	45,048	35	201	74
University degree	95	31,284	24	424	182
<b>Labour force status</b>					
Employed	89	71,784	56	210	80
Full-time	89	60,463	47	224	86
Part-time	88	11,321	9	159	50
Unemployed	71	2,810	2	80	15
Not in labour force	78	54,130	42	223	71
<b>Household income level</b>					
Less than \$20,000	69	24,772	19	164	37
\$20,000-\$39,999	87	30,618	24	158	50
\$40,000-\$59,999	87	26,926	21	193	86
\$60,000-\$79,999	92	24,221	19	294	125
\$80,000 or more	98	22,187	17	421	182



## NOVA SCOTIA

## VOLUNTEERS

NUMBER OF VOLUNTEERS: 283,255

VOLUNTEER RATE: 38%

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>38</b>	<b>40,029</b>	<b>100</b>	<b>141</b>	<b>70</b>
<b>Age</b>					
15-24	43	5,293	13	99	48
25-34	35	6,537	16	135	50
35-44	47	12,106	30	165	86
45-54	37	6,892	17	146	83
55-64	44	5,362	13	146	80
65 and over	...	...	...	...	...
<b>Sex</b>					
Male	36	21,478	54	167	84
Female	40	18,551	46	120	60
<b>Marital status</b>					
Married or common-law	39	26,611	66	148	76
Single	39	9,096	23	122	60
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	24	6,707	17	115	48
High school diploma	39	6,038	15	141	72
Some postsecondary	45	4,786	12	205	86
Postsecondary diploma	40	13,124	33	129	64
University degree	73	9,375	23	165	112
<b>Labour force status</b>					
Employed	44	24,584	61	144	71
Full-time	41	18,100	45	145	66
Part-time	56	6,484	16	142	78
Unemployed	...	...	...	...	...
Not in labour force	31	12,861	32	135	70
<b>Household income level</b>					
Less than \$20,000	26	7,069	18	125	62
\$20,000-\$39,999	37	12,338	31	149	70
\$40,000-\$59,999	42	11,458	29	170	78
\$60,000-\$79,999	58	6,424	16	124	60
\$80,000 or more	...	...	...	...	...

... Amount too small to be expressed.

**NEW BRUNSWICK**  
**DONORS**  
**NUMBER OF DONORS: 495,353**  
**DONOR RATE: 82%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>82</b>	<b>112,121</b>	<b>100</b>	<b>226</b>	<b>74</b>
<b>Age</b>					
15-24	62	3,656	3	56	25
25-34	81	9,519	8	102	45
35-44	88	26,560	24	241	84
45-54	86	31,218	28	353	104
55-64	87	14,717	13	265	104
65 and over	89	26,451	24	320	144
<b>Sex</b>					
Male	76	49,312	44	220	65
Female	88	62,809	56	232	85
<b>Marital status</b>					
Married or common-law	89	90,001	80	269	94
Single	63	7,357	7	78	30
Widowed	87	10,078	9	307	150
Separated or divorced	80	4,684	4	138	50
<b>Education level</b>					
Less than high school	74	20,340	18	131	57
High school diploma	80	15,801	14	158	57
Some postsecondary	81	6,420	6	159	45
Postsecondary diploma	91	43,725	39	291	100
University degree	94	25,834	23	520	190
<b>Labour force status</b>					
Employed	86	59,253	53	230	84
Full-time	86	54,141	48	253	94
Part-time	86	5,111	5	115	48
Unemployed	69	2,178	2	69	37
Not in labour force	80	50,690	45	247	74
<b>Household income level</b>					
Less than \$20,000	72	16,492	15	139	41
\$20,000-\$39,999	84	28,372	25	182	65
\$40,000-\$59,999	85	27,939	25	232	99
\$60,000-\$79,999	87	16,220	14	283	125
\$80,000 or more	92	23,097	21	541	208

**NEW BRUNSWICK**  
**VOLUNTEERS**  
**NUMBER OF VOLUNTEERS: 207,966**  
**VOLUNTEER RATE: 34%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>34</b>	<b>34,121</b>	<b>100</b>	<b>164</b>	<b>68</b>
<b>Age</b>					
15-24	33	3,358	10	98	42
25-34	29	3,990	12	119	64
35-44	43	8,537	25	160	84
45-54	36	8,007	23	216	80
55-64	34	3,085	9	140	71
65 and over	30	7,145	21	260	80
<b>Sex</b>					
Male	31	15,432	45	172	82
Female	38	18,689	55	159	59
<b>Marital status</b>					
Married or common-law	38	23,968	70	169	71
Single	32	6,319	19	132	52
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	23	6,289	18	134	45
High school diploma	32	6,331	19	159	80
Some postsecondary	41	2,494	7	122	48
Postsecondary diploma	40	13,009	38	197	64
University degree	65	5,998	18	174	108
<b>Labour force status</b>					
Employed	38	18,696	55	162	69
Full-time	36	14,545	43	163	79
Part-time	52	4,151	12	156	61
Unemployed	...	...	...	...	...
Not in labour force	32	13,733	40	170	71
<b>Household income level</b>					
Less than \$20,000	20	5,779	17	172	59
\$20,000-\$39,999	33	10,125	30	165	55
\$40,000-\$59,999	39	6,508	19	118	70
\$60,000-\$79,999	48	5,731	17	182	80
\$80,000 or more	55	5,979	18	231	96

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**QUEBEC**  
**DONORS**  
**NUMBER OF DONORS: 4,457,356**  
**DONOR RATE: 75%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>75</b>	<b>567,823</b>	<b>100</b>	<b>127</b>	<b>50</b>
<b>Age</b>					
15-24	58	17,993	3	32	13
25-34	74	53,395	9	67	33
35-44	78	197,669	35	195	50
45-54	81	116,468	21	137	65
55-64	81	86,149	15	158	73
65 and over	79	96,150	17	140	78
<b>Sex</b>					
Male	70	226,827	40	111	50
Female	80	340,996	60	141	50
<b>Marital status</b>					
Married or common-law	82	337,866	60	115	57
Single	59	156,106	27	175	20
Widowed	78	46,817	8	144	67
Separated or divorced	68	27,034	5	86	40
<b>Education level</b>					
Less than high school	66	113,468	20	84	35
High school diploma	75	62,667	11	91	50
Some postsecondary	75	32,321	6	90	42
Postsecondary diploma	81	128,234	23	88	51
University degree	87	231,133	41	381	90
<b>Labour force status</b>					
Employed	80	391,593	69	148	53
Full-time	81	252,948	45	115	55
Part-time	73	138,646	24	310	30
Unemployed	65	9,361	2	44	22
Not in labour force	70	166,868	29	104	48
<b>Household income level</b>					
Less than \$20,000	62	77,137	14	71	30
\$20,000-\$39,999	76	113,936	20	90	40
\$40,000-\$59,999	78	87,135	15	87	50
\$60,000-\$79,999	88	62,466	11	117	67
\$80,000 or more	89	227,148	40	394	90



# QUEBEC

## VOLUNTEERS

**NUMBER OF VOLUNTEERS: 1,313,146**

**VOLUNTEER RATE: 22%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>22</b>	<b>196,974</b>	<b>100</b>	<b>150</b>	<b>56</b>
<b>Age</b>					
15–24	26	30,011	15	120	44
25–34	20	32,937	17	154	50
35–44	25	35,363	18	112	56
45–54	26	40,625	21	149	60
55–64	...	...	...	...	...
65 and over	...	...	...	...	...
<b>Sex</b>					
Male	23	106,487	54	163	62
Female	22	90,487	46	138	52
<b>Marital status</b>					
Married or common-law	22	118,659	60	150	57
Single	25	55,922	28	150	55
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	15	40,271	20	133	47
High school diploma	21	34,379	17	174	64
Some postsecondary	28	22,863	12	168	72
Postsecondary diploma	23	58,730	30	139	54
University degree	36	40,731	21	161	64
<b>Labour force status</b>					
Employed	24	106,553	54	134	55
Full-time	22	82,622	42	137	54
Part-time	32	23,931	12	123	61
Unemployed	...	...	...	...	...
Not in labour force	19	80,692	41	183	62
<b>Household income level</b>					
Less than \$20,000	16	39,576	20	143	50
\$20,000–\$39,999	22	63,621	32	179	62
\$40,000–\$59,999	25	44,525	23	138	60
\$60,000–\$79,999	28	23,244	12	137	60
\$80,000 or more	29	26,008	13	140	64

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**ONTARIO**  
**DONORS**  
**NUMBER OF DONORS: 7,250,485**  
**DONOR RATE: 80%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>80</b>	<b>2,023,873</b>	<b>100</b>	<b>279</b>	<b>105</b>
<b>Age</b>					
15–24	63	96,667	5	104	29
25–34	81	269,530	13	182	69
35–44	86	495,569	24	298	111
45–54	85	431,517	21	344	150
55–64	85	286,989	14	343	124
65 and over	81	443,602	22	407	177
<b>Sex</b>					
Male	78	996,856	49	290	104
Female	83	1,027,018	51	270	105
<b>Marital status</b>					
Married or common-law	87	1,508,441	75	313	130
Single	67	255,419	13	164	50
Widowed	74	144,988	7	369	155
Separated or divorced	75	115,026	6	240	90
<b>Education level</b>					
Less than high school	70	314,315	16	177	65
High school diploma	77	341,850	17	239	108
Some postsecondary	80	140,366	7	174	69
Postsecondary diploma	87	599,094	30	292	115
University degree	92	628,247	31	531	224
<b>Labour force status</b>					
Employed	85	1,329,100	66	284	110
Full-time	86	1,096,528	54	291	120
Part-time	83	232,572	11	253	75
Unemployed	63	23,388	1	85	30
Not in labour force	74	671,385	33	293	103
<b>Household income level</b>					
Less than \$20,000	63	167,480	8	149	50
\$20,000–\$39,999	78	323,066	16	219	83
\$40,000–\$59,999	83	452,965	22	257	103
\$60,000–\$79,999	86	380,213	19	283	110
\$80,000 or more	93	700,149	35	453	165

**ONTARIO**  
**VOLUNTEERS**  
**NUMBER OF VOLUNTEERS: 2,890,052**  
**VOLUNTEER RATE: 32%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>32</b>	<b>421,596</b>	<b>100</b>	<b>146</b>	<b>65</b>
<b>Age</b>					
15-24	35	75,111	18	147	55
25-34	26	57,910	14	123	54
35-44	37	103,603	25	144	66
45-54	36	78,254	19	148	78
55-64	32	45,915	11	147	80
65 and over	26	60,803	14	178	68
<b>Sex</b>					
Male	30	207,093	49	158	70
Female	34	214,502	51	136	61
<b>Marital status</b>					
Married or common-law	33	265,181	63	144	67
Single	32	102,757	24	138	55
Widowed	23	22,245	5	184	81
Separated or divorced	28	31,412	7	180	80
<b>Education level</b>					
Less than high school	20	67,025	16	130	52
High school diploma	29	96,719	23	177	56
Some postsecondary	34	45,280	11	134	63
Postsecondary diploma	37	125,586	30	146	73
University degree	49	86,986	21	139	76
<b>Labour force status</b>					
Employed	34	245,465	58	131	62
Full-time	31	172,472	41	126	63
Part-time	47	72,993	17	142	62
Unemployed	29	15,621	4	123	52
Not in labour force	28	160,510	38	182	72
<b>Household income level</b>					
Less than \$20,000	23	63,400	15	157	66
\$20,000-\$39,999	29	84,517	20	155	64
\$40,000-\$59,999	31	98,489	23	149	66
\$60,000-\$79,999	33	76,915	18	152	60
\$80,000 or more	46	98,275	23	128	65

**MANITOBA**  
**DONORS**  
**NUMBER OF DONORS: 697,798**  
**DONOR RATE: 81%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>81</b>	<b>214,617</b>	<b>100</b>	<b>308</b>	<b>100</b>
<b>Age</b>					
15-24	55	9,344	4	115	34
25-34	84	29,496	14	219	79
35-44	90	46,171	22	290	123
45-54	89	43,999	21	362	150
55-64	89	42,003	20	519	129
65 and over	82	43,604	20	363	175
<b>Sex</b>					
Male	81	115,808	54	340	123
Female	81	98,809	46	277	89
<b>Marital status</b>					
Married or common-law	91	163,094	76	344	142
Single	60	25,702	12	196	50
Widowed	79	19,742	9	356	134
Separated or divorced	72	6,080	3	162	0
<b>Education level</b>					
Less than high school	71	51,894	24	256	62
High school diploma	77	29,104	14	218	88
Some postsecondary	87	18,368	9	309	100
Postsecondary diploma	90	71,263	33	351	130
University degree	92	43,989	21	443	195
<b>Labour force status</b>					
Employed	85	154,722	72	326	93
Full-time	88	122,079	57	334	95
Part-time	78	32,643	15	300	91
Unemployed	72	2,073	1	102	40
Not in labour force	74	57,823	27	285	143
<b>Household income level</b>					
Less than \$20,000	66	28,050	13	197	50
\$20,000-\$39,999	80	40,929	19	242	93
\$40,000-\$59,999	90	50,797	24	260	100
\$60,000-\$79,999	86	37,738	18	370	115
\$80,000 or more	91	57,104	27	637	245



## MANITOBA VOLUNTEERS

**NUMBER OF VOLUNTEERS: 343,755**

**VOLUNTEER RATE: 40%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>40</b>	<b>44,763</b>	<b>100</b>	<b>130</b>	<b>65</b>
<b>Age</b>					
15-24	44	7,274	16	111	44
25-34	35	5,979	13	105	48
35-44	49	11,267	25	130	72
45-54	45	8,782	20	143	80
55-64	39	5,295	12	151	60
65 and over	26	6,166	14	165	88
<b>Sex</b>					
Male	40	22,088	49	130	75
Female	39	22,675	51	131	60
<b>Marital status</b>					
Married or common-law	44	29,851	67	131	72
Single	39	9,368	21	111	44
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	30	9,644	22	114	46
High school diploma	36	6,380	14	101	52
Some postsecondary	51	4,365	10	126	75
Postsecondary diploma	43	13,744	31	144	73
University degree	61	10,629	24	163	100
<b>Labour force status</b>					
Employed	44	30,813	69	125	63
Full-time	43	23,099	52	128	64
Part-time	47	7,714	17	117	60
Unemployed	...	...	...	...	...
Not in labour force	31	12,946	29	150	75
<b>Household income level</b>					
Less than \$20,000	24	6,517	15	124	52
\$20,000-\$39,999	39	10,428	23	126	54
\$40,000-\$59,999	40	11,723	26	136	76
\$60,000-\$79,999	52	7,776	17	127	70
\$80,000 or more	62	8,319	19	137	89

... Amount too small to be expressed.

**SASKATCHEWAN**  
**DONORS**  
**NUMBER OF DONORS: 634,266**  
**DONOR RATE: 83%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>83</b>	<b>195,488</b>	<b>100</b>	<b>308</b>	<b>103</b>
<b>Age</b>					
15–24	60	9,145	5	108	35
25–34	86	23,745	12	210	65
35–44	93	41,678	21	287	114
45–54	87	39,343	20	399	142
55–64	93	31,593	16	420	146
65 and over	85	49,984	26	426	200
<b>Sex</b>					
Male	79	95,708	49	324	100
Female	88	99,780	51	294	104
<b>Marital status</b>					
Married or common-law	92	144,622	74	331	132
Single	63	25,865	13	216	40
Widowed	81	14,889	8	361	142
Separated or divorced	76	10,112	5	276	52
<b>Education level</b>					
Less than high school	74	43,440	22	230	80
High school diploma	87	34,934	18	277	100
Some postsecondary	78	17,234	9	261	59
Postsecondary diploma	90	62,474	32	341	124
University degree	96	37,406	19	535	165
<b>Labour force status</b>					
Employed	87	126,447	65	308	100
Full-time	89	95,009	49	287	100
Part-time	78	31,438	16	395	105
Unemployed	69	2,500	1	121	29
Not in labour force	78	66,541	34	328	130
<b>Household income level</b>					
Less than \$20,000	76	33,530	17	240	62
\$20,000–\$39,999	81	49,003	25	269	83
\$40,000–\$59,999	87	37,578	19	255	92
\$60,000–\$79,999	87	33,536	17	357	129
\$80,000 or more	91	41,841	21	594	282

**SASKATCHEWAN**  
**VOLUNTEERS**  
**NUMBER OF VOLUNTEERS: 360,649**  
**VOLUNTEER RATE: 47%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>47</b>	<b>48,311</b>	<b>100</b>	<b>134</b>	<b>64</b>
<b>Age</b>					
15-24	43	5,181	11	86	40
25-34	47	6,810	14	110	54
35-44	57	12,691	26	141	80
45-54	55	8,573	18	136	78
55-64	52	7,117	15	176	108
65 and over	32	7,939	16	181	66
<b>Sex</b>					
Male	44	23,605	49	143	66
Female	50	24,706	51	127	61
<b>Marital status</b>					
Married or common-law	52	36,283	75	148	76
Single	42	8,017	17	100	48
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	34	10,371	21	119	49
High school diploma	46	9,933	21	149	72
Some postsecondary	61	5,968	12	119	60
Postsecondary diploma	52	14,122	29	133	72
University degree	68	7,917	16	160	96
<b>Labour force status</b>					
Employed	54	33,030	68	131	64
Full-time	52	24,406	51	126	61
Part-time	58	8,624	18	145	74
Unemployed	...	...	...	...	...
Not in labour force	37	14,132	29	146	63
<b>Household income level</b>					
Less than \$20,000	37	7,742	16	116	48
\$20,000-\$39,999	40	11,236	23	126	64
\$40,000-\$59,999	57	13,157	27	135	61
\$60,000-\$79,999	51	9,220	19	166	114
\$80,000 or more	67	6,956	14	136	65

... Amount too small to be expressed.

**ALBERTA**  
**DONORS**  
**NUMBER OF DONORS: 1,646,781**  
**DONOR RATE: 75%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>75</b>	<b>556,053</b>	<b>100</b>	<b>338</b>	<b>107</b>
<b>Age</b>					
15–24	57	30,770	6	133	30
25–34	77	71,913	13	208	75
35–44	83	166,288	30	395	147
45–54	84	118,964	21	407	151
55–64	71	90,615	16	600	166
65 and over	78	77,503	14	375	155
<b>Sex</b>					
Male	72	284,386	51	364	93
Female	79	271,667	49	314	116
<b>Marital status</b>					
Married or common-law	82	435,492	78	392	128
Single	62	53,835	10	148	50
Widowed	68	27,226	5	357	190
Separated or divorced	78	39,499	7	412	107
<b>Education level</b>					
Less than high school	63	84,195	15	234	76
High school diploma	71	83,293	15	266	100
Some postsecondary	78	54,563	10	379	85
Postsecondary diploma	85	176,073	32	313	112
University degree	83	157,929	28	590	189
<b>Labour force status</b>					
Employed	78	446,541	80	373	112
Full-time	79	342,401	62	363	114
Part-time	75	104,140	19	410	111
Unemployed	60	3,969	1	73	43
Not in labour force	70	105,543	19	268	110
<b>Household income level</b>					
Less than \$20,000	60	50,280	9	208	50
\$20,000–\$39,999	65	118,592	21	324	100
\$40,000–\$59,999	82	155,802	28	324	100
\$60,000–\$79,999	85	92,447	17	313	111
\$80,000 or more	93	138,931	25	528	185



**ALBERTA**  
**VOLUNTEERS**  
**NUMBER OF VOLUNTEERS: 878,267**  
**VOLUNTEER RATE: 40%**

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>40</b>	<b>128,323</b>	<b>100</b>	<b>146</b>	<b>70</b>
<b>Age</b>					
15-24	38	17,492	14	114	45
25-34	38	19,146	15	113	50
35-44	48	33,945	26	141	79
45-54	48	31,102	24	185	86
55-64	38	13,669	11	169	90
65 and over	...	...	...	...	...
<b>Sex</b>					
Male	35	57,351	45	151	72
Female	46	70,972	55	142	66
<b>Marital status</b>					
Married or common-law	44	91,008	71	154	80
Single	34	22,474	18	111	48
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	29	20,702	16	123	50
High school diploma	37	19,274	15	118	64
Some postsecondary	52	16,527	13	171	74
Postsecondary diploma	41	40,331	31	148	70
University degree	55	31,489	25	178	96
<b>Labour force status</b>					
Employed	42	90,343	70	142	66
Full-time	40	67,126	52	142	65
Part-time	49	23,217	18	141	67
Unemployed	...	...	...	...	...
Not in labour force	36	34,554	27	171	89
<b>Household income level</b>					
Less than \$20,000	31	16,648	13	133	70
\$20,000-\$39,999	34	30,302	24	159	62
\$40,000-\$59,999	39	30,601	24	133	69
\$60,000-\$79,999	48	24,289	19	147	86
\$80,000 or more	59	26,484	21	159	60

... Amount too small to be expressed.

**BRITISH COLUMBIA**  
**DONORS**  
**NUMBER OF DONORS: 2,293,630**  
**DONOR RATE: 73%**

Personal characteristic	Donor rate	Total donations	% of total donations	Average donation	Median donation
	(%)	(\$,000)		(\$)	(\$)
<b>Total</b>	<b>73</b>	<b>552,387</b>	<b>100</b>	<b>241</b>	<b>70</b>
<b>Age</b>					
15-24	53	13,338	2	49	18
25-34	71	89,697	16	208	75
35-44	83	96,865	18	174	65
45-54	79	131,902	24	315	105
55-64	85	86,212	16	305	75
65 and over	70	134,371	24	402	150
<b>Sex</b>					
Male	71	246,392	45	225	65
Female	76	305,995	55	256	77
<b>Marital status</b>					
Married or common-law	83	409,129	74	261	80
Single	55	69,869	13	151	35
Widowed	68	46,110	8	463	129
Separated or divorced	67	27,279	5	169	102
<b>Education level</b>					
Less than high school	61	71,986	13	165	39
High school diploma	72	83,546	15	178	69
Some postsecondary	73	48,284	9	156	60
Postsecondary diploma	76	207,695	38	297	93
University degree	91	140,876	26	373	160
<b>Labour force status</b>					
Employed	81	339,398	61	228	72
Full-time	81	223,389	40	192	76
Part-time	79	116,009	21	358	60
Unemployed	61	33,626	6	286	29
Not in labour force	63	179,363	32	260	86
<b>Household income level</b>					
Less than \$20,000	59	59,690	11	146	31
\$20,000-\$39,999	80	99,938	18	169	58
\$40,000-\$59,999	73	125,294	23	254	85
\$60,000-\$79,999	80	92,218	17	224	70
\$80,000 or more	78	175,246	32	449	175

## BRITISH COLUMBIA

## VOLUNTEERS

NUMBER OF VOLUNTEERS: 1,005,980

VOLUNTEER RATE: 32%

Personal characteristic	Volunteer rate	Total hours	% of total hours	Mean hours	Median hours
	(%)	(,000)			
<b>Total</b>	<b>32</b>	<b>169,443</b>	<b>100</b>	<b>169</b>	<b>85</b>
<b>Age</b>					
15-24	28	14,272	8	99	59
25-34	36	36,004	21	164	80
35-44	37	42,092	25	173	79
45-54	36	34,149	20	180	98
55-64	...	...	...	...	...
65 and over	24	26,878	16	233	133
<b>Sex</b>					
Male	29	79,949	47	180	96
Female	35	89,494	53	160	77
<b>Marital status</b>					
Married or common-law	34	118,655	70	183	96
Single	29	31,707	19	132	68
Widowed	...	...	...	...	...
Separated or divorced	...	...	...	...	...
<b>Education level</b>					
Less than high school	23	19,646	12	121	68
High school diploma	28	28,533	17	157	59
Some postsecondary	33	25,794	15	185	96
Postsecondary diploma	35	56,212	33	174	100
University degree	48	39,259	23	197	104
<b>Labour force status</b>					
Employed	36	105,535	62	160	72
Full-time	33	78,105	46	165	75
Part-time	46	27,430	16	148	71
Unemployed	...	...	...	...	...
Not in labour force	27	57,349	34	199	111
<b>Household income level</b>					
Less than \$20,000	22	26,388	16	170	96
\$20,000-\$39,999	28	41,956	25	201	96
\$40,000-\$59,999	38	50,456	30	196	75
\$60,000-\$79,999	37	24,491	14	128	92
\$80,000 or more	39	26,152	15	136	85

... Amount too small to be expressed.











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